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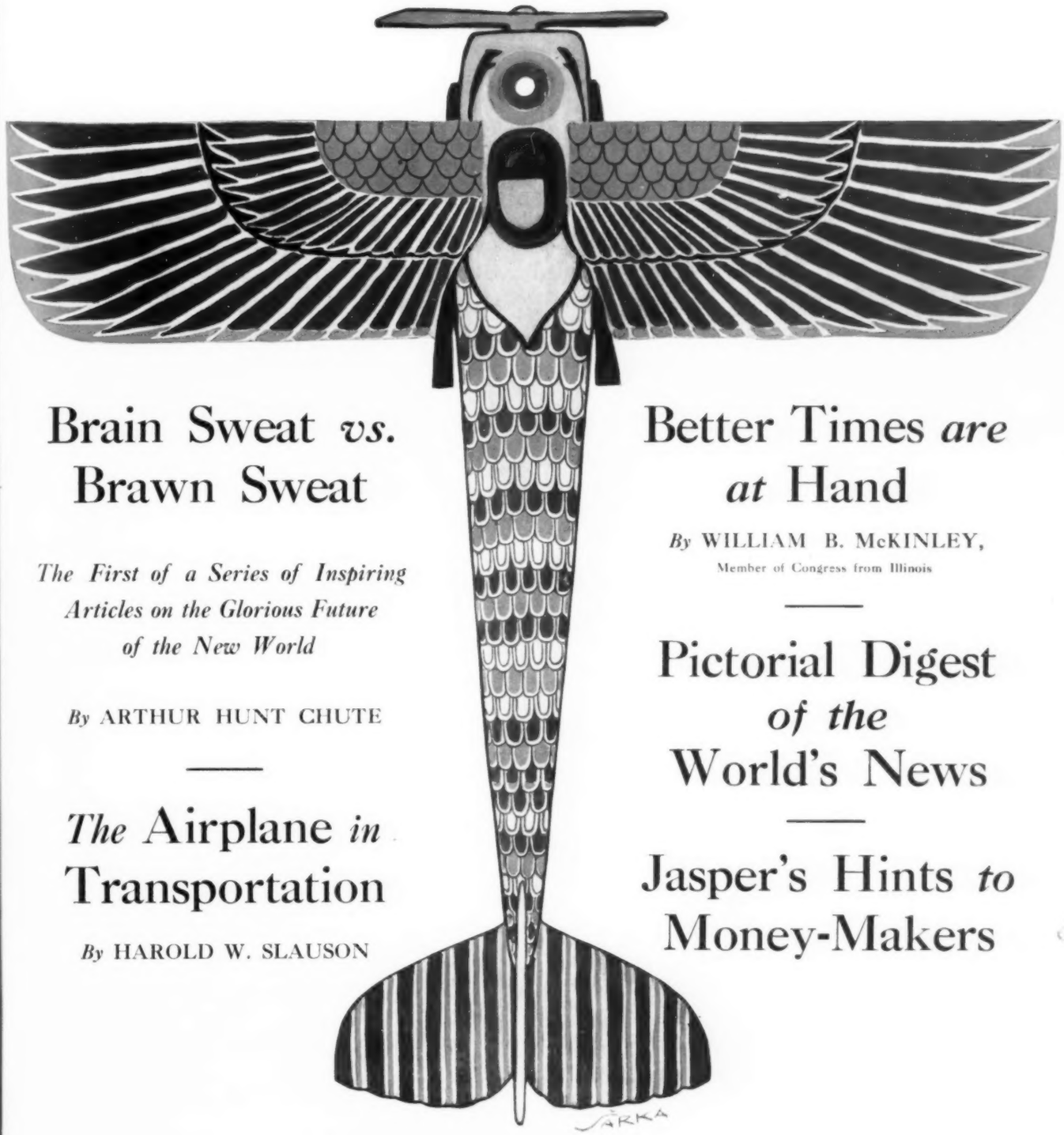

Brain Sweat *vs.* Brawn Sweat

The First of a Series of Inspiring Articles on the Glorious Future of the New World

By ARTHUR HUNT CHUTE

The Airplane *in* Transportation

By HAROLD W. SLAUSON

Better Times *are at* Hand

By WILLIAM B. McKINLEY,
Member of Congress from Illinois

Pictorial Digest *of the* World's News

Jasper's Hints *to* Money-Makers

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INCORPORATED

How One Evening's Study Led to a $30,000 Job

A Simple Method of Mind Training That Any One Can Follow With Results From the First Day

By a Man Who Made Formerly No More Than a Decent Living

I HOPE you won't think I'm conceited or egotistical in trying to tell others how I suddenly changed from a comparative failure to what my friends term a phenomenal success.

In reality I do not take the credit to myself at all. It was all so simple that I believe any man can accomplish practically the same thing if he learns the secret, which he can do in a single evening. In fact I know others who have done much better than I by following the same method.

It all came about in a rather odd manner. I had been worrying along in about the same way as the average man thinking that I was doing my bit for the family by providing them with three square meals a day, when an old chum of mine, Frank Powers, whom I had always thought was about the same kind of a chap as I, suddenly blossomed out with every evidence of great prosperity.

He moved into a fine new house, bought a good car and began living in the style of a man of ample means. Naturally the first thing I did when I noticed these things—for he had said nothing to me about his sudden good fortune—was to congratulate him and ask him what had brought the evident change in his finances.

"Bill," he said, "it's all come so quickly I can hardly account for it myself. But the thing that has made such difference in my life lately began with an article I read a short time ago about training the mind.

"It compared the average person's mind to a leaky pail, losing its contents as it went along, which if carried any distance would arrive at its destination practically empty.

"And it showed that instead of making the pail leak-proof most of us kept filling it up and then losing all we put into it before we ever reached the place where the contents would be of real use.

"The leak in the pail, the writer demonstrated, was forgetfulness. He showed that when memory fails, experience, the thing we all value most highly, is worthless. He proved to me that a man is only as good as his memory, and whatever progress a man accomplishes can be laid directly to his powers of retaining in his mind the right things—the things that are going to be useful to him as he goes along.

"Farther on in the article I read that the power of the mind is only the sum total of what we remember—that is, if we read a book and remember nothing that was in it, we have not added one particle to our experience; if we make a mistake and forget about it, we are apt to make the same mistake again, so our experience did not help us. And so on, in everything we do. Our judgment is absolutely dependent on our experience, and our experience is only as great as our power to remember.

"Well, I was convinced. My mind was a 'leaky pail.' I had never been able to remember a man's name thirty seconds after I'd been introduced to him, and as you know, I was always forgetting things that ought to be done. I had recognized it as a fault, but never thought of it as a definite barrier to business success. I started in at once to make my memory efficient, taking up a memory training course which claimed to improve a man's memory in one evening. What you call my good fortune today I attribute solely to my exchanging a 'leaky pail' for a mind that retains the things I want to remember."

* * * * * *

Powers' story set me thinking. What kind of a memory did I have? It was much the same as that of other people I supposed. I had never worried about my memory one way or another, but it had always seemed to me that I remembered important things pretty well. Certainly it never occurred to me that it was possible or even desirable to improve it, as I assumed that a good memory was a sort of natural gift. Like most of us, when I wanted to remember something particularly I wrote it down on a memorandum pad or in a pocket notebook. Even then I would sometimes forget to look at my reminder. I had been embarrassed—as who has not been?—by being obliged to ask some man whom I had previously met what his name was, after vainly groping through my mind for it, so as to be able to introduce him to others. And I had had my name requested apologetically for the same purpose, so that I knew I was no different than most men in that way.

I began to observe myself more closely in my daily work. The frequency with which I had to refer to records or business papers concerning things that at some previous time had come under my particular notice amazed me. The men around me who were doing about the same work as myself were no different than I in this regard. And this thought gave new significance to the fact that I had been performing practically the same subordinate duties at exactly the same salary for some three years. I couldn't dodge the fact that my mind, as well as most other people's, literally limped along on crutches, because it could not retain names, faces, facts, and figures. Could I expect to progress if even a small proportion of the important things I learned from day to day slipped away from me? The only value of most of my hard-won experience was being cancelled—obliterated—by my constantly forgetting things that my experience had taught me.

The whole thing hit me pretty hard. I began to think about the subject from all angles as it affected our business. I realized that probably hundreds of sales had been lost because the salesman forgot some selling point that would have closed the order. Many of our men whom I had heard try to present a new idea or plan had failed to put over their message or to make a good impression because they had been unable to remember just what they wanted to say. Many decisions involving thousands of dollars had been made unwisely because the man responsible didn't remember all the facts bearing on the situation and thus used poor judgment. I know now that there isn't a day but what the average business man forgets to do from one to a dozen things that would have increased his profits. There are no greater words in the English language, descriptive of business inefficiency than the two little words "I forgot."

I had reached my decision. On the recommendation of Powers, I got in touch at once with the Independent Corporation which shortly before had published the David M. Roth Method of Memory Training. And then came the surprise of my life. In the very first lesson of the Course I found the key to a good memory. Within thirty minutes after I had opened the book the secret that I had been in need of all my life was mine. Mr. Roth has boiled down the principles perfecting the memory so that the method can almost be grasped at a glance. And the farther you follow the method the more accurate and reliable your memory becomes. Within an hour I found that I could easily memorize a list of 100 words and call them off backward and forward without a mistake. I was thunderstruck with the ease of it all. Instead of study the whole thing seemed like a fascinating game. I discovered that the art of remembering had been reduced by Mr. Roth to the simplest method imaginable—it required almost nothing but to read the lessons! Every one of those seven simple lessons gave me new powers of memory, and I enjoyed the Course so much that I look back on it now as a distinct pleasure.

The rest of my story is not an unusual one among American business men who have realized the value of a reliable trained memory. My income today is close to $30,000. It will reach that figure at the beginning of our next fiscal year. And two years ago I scarcely made what I now think of as a decent living.

In my progress I have found my improved memory to be priceless. Every experience, every business decision, every important name and face is easily and definitely recorded in my mind, and each remembered experience was of immense value in my rapid strides from one post to another. Of course I can never be thankful enough that I mended that "leaky pail" and discovered the enormous possibilities of a really good memory.

David M. Roth

When Mr. Roth first determined to exchange his leaky mind for one that would retain anything he wanted it to, it was because he found his memory to be probably poorer than that of any man he knew. He could not remember a man's name 30 seconds. He forgot so many things that he was convinced he could never succeed until he learned to remember. Today there are over ten thousand people in the United States whom Mr. Roth has met at different times—most of them only once—whom he can instantly name on sight.

Mr. Roth can and has hundreds of times at dinners and lectures asked fifty or sixty men he has never met to tell him their names, businesses and telephone numbers and then after turning his back while they changed seats, has picked each one out by name, told him his telephone number and business connection. These are only a few of the scores of equally "impossible" things that Mr. Roth can do, and yet a few years ago he couldn't remember a man's name twenty seconds. Why go around with a mind like a leaky pail when, as Mr. Roth says, "what I have done any one can do."

SEND NO MONEY

Mr. Roth's fee for personal instruction to classes limited to fifty members is $1,000. But in order to secure nation-wide distribution for the Roth Memory Course in a single season the publishers have put the price at only five dollars, a lower figure than any course of its kind has ever been sold before, and it contains the very same material in permanent form as is given in the personal $1,000 Course.

So confident is the Independent Corporation, the publishers of the Roth Memory Course, that once you have an opportunity to see in your own home how easy it is to double, yes triple the powers of your memory, and how easily you can acquire the secret of a good memory in one evening, that they are willing to send the Course on free examination.

Don't send any money. Merely mail the coupon or write a letter and the complete Course will be sent, all charges prepaid, at once. If you are not entirely satisfied send it back any time within five days after you receive it and you will owe nothing.

On the other hand, if you are as pleased as are the thousands of other men and women who have used the Course, send only $5 in full payment. You take no risk and you have everything to gain so mail the coupon now before this remarkable offer is withdrawn.

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..... LESLIE'S 5-3-19

Vanguard of fleet of 38 Liberty Trucks passing through Oakville, Delaware County, Ind., in August, 1918, over Tarvia Road built in 1916. Note perfect condition of road after two years of hard service.

Every community should have roads like these—

HERE is the story of how Delaware County, Indiana, got good roads, as told by the County Surveyor. Everyone interested in good roads should read it.

"Our first Tarvia road was built in 1914. Between 1914 and 1918 we constructed sixteen streets and roads, with a total area of about 2,880,000 square feet.

"Some of these are main streets in the city of Muncie, others are main roads subject to heavy traffic, while others replaced low-lying gravel roads that used to wash-out at every overflow of the river.

"*Every Tarvia road and street in Delaware County has given uniform satisfaction. No repairs have been necessary.*

"Our so-called 'hard' roads, built of brick or concrete, are often claimed as permanent construction, but we have in this county brick roads and streets built less than a decade ago that are almost impassable and must soon be rebuilt. New material will be required because the old brick cannot be used again.

"On the other hand, when a Tarvia road wears, a little stone is added, Tarvia is applied, and the road is as good as, or better than, new.

"With proper maintenance, our Tarvia roads will last ten to twenty years. The cost of maintenance will be small and the entire road can be rebuilt at less than half the cost of a brick pavement.

"Considering the various types of road from a purely financial standpoint, one does not need to be skilled in higher mathematics to arrive at the correct answer.

"(Signed) S. Horace Weber, County Surveyor"

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Brain Sweat *Versus* Brawn Sweat

ARTHUR HUNT CHUTE.

By ARTHUR HUNT CHUTE

NOTE—*The first article of a remarkable series on the industrial and social future of America, which will appear regularly in* LESLIE'S.

"GOL blimey mate, as soon as this 'ere blinkin' war's over, I'm goin' to jine the sons o' rest."

Thus I heard a cockney in a navvy battalion express himself in the trenches.

One of the greatest curses of war is the irresponsibility which it entails. Two classes of men are returning from the front, the workers, and the shirkers. Those who are coming back to roll up their sleeves, and those who are coming back with the idea that the world now owes them a living.

The "sons of rest" which the cockney hoped to join, is becoming a very large organization. The leader of the recent strike in Scotland showed his hand when he declared that "it doesn't matter how many hours less the Government gives us, that won't satisfy us." At such an admission, one is forced to inquire how much of this agitation springs from injustice, and how much from laziness.

With all the wild schemes that are being suggested from the "sons of rest" in Russia, and the "sons of rest" in Greenwich Village, it is time that Uncle Sam at least got down to brass tacks, and reminded Americans that sweat is the basic currency of man.

The gospel of work preached so fervently in the Mid-Victorian era by Thomas Carlyle and John Ruskin, needs a new prophet in this latter day. "By the sweat of your brow ye shall eat bread," was the edict from Eden's garden, and that edict remains as fixed as gravity.

The vast order of the "sons of rest" have been hoodwinked into the idea of getting something for nothing, hence the false aim of many workers of putting as little as possible in, and getting as much as possible out. They forget that the eternal law of sweat demands that they can't get any more out than they put in.

The Gospel of Labor

"The law of nature is that a certain quantity of work is necessary to produce a certain quantity of good, of any kind whatever. If you want knowledge you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it." These words of John Ruskin are especially appropriate now as we are celebrating his centenary.

This admonition is needed not merely by the manual laborers but also by all classes, and especially by the "poodle-fakers" of so-called high society. An afternoon trip to the most expensive hotels discloses the fact that the war has not completely purged us from the idle rich. One may encounter there a new species, formerly known as a "lounge lizard," now called a "sofa cootie." A soldier friend pointed me out one of these specimens, exclaiming, "Think of our brave who have fallen, and a thing like that survives."

We won this war—why? Because we heeded the law of sweat. In the crucial hour our society spewed out of its mouth the idle rich, and the idle poor. We tolerated only one class, the workers. Vincent Astor and Kingdon Gould had to step up and do their duty, just the same as the Fricasinni twins from "Little Italy." Now that the war is won, this law of sweat should remain imperative for all classes. Every man and every woman owes a duty of work to his age, and society of the future should be so organized as to insist that that debt is paid.

Referring to the law of sweat, we must realize that there are two ways in which a man may fulfil his obligation, either by brain sweat, or by brawn sweat. Rightly speaking, the mental workers belong just as truly among the laboring classes as the manual workers. In the truest sense both are producers.

Brain and Brawn Producers

There is a false tendency to speak of those who toil with their hands as if they alone were the workers. The greatest menace of this present time is this tendency to unduly exalt mere brute effort, and to discredit the more precious effort of our true leaders in the realm of the mind.

The Socialists and Bolsheviki proclaim that only the producer should have a place in society. Their premise is correct. But in its application they go far astray. In the declaration of the Soviet Government we read, "It means all power of the working people. The Soviet organizations are so created that only the representatives of the laboring classes enter them, workmen, peasants, and soldiers. The peasant produces grain and raw materials. The workman works the raw materials into fabrics and machines. The soldier during the transition of society from capitalism to socialism stands on guard."

During the recent strike in Seattle a manifesto whose every enunciation was opposed to the principles of Americanism was distributed among the strikers by the foreign propagandists. It ran as follows:

"Shipyard workers: You left your shipyards to enforce your demand for higher wages. Without you your employers are helpless. Without you they cannot make one cent of profit—their whole system of robbery has collapsed.

"The shipyards are idle: the toilers have withdrawn even though the owners of the yards are still there. Are your masters building ships? No. Without your labor power it would take all the shipyard employers of Seattle and Tacoma working eight hours a day the next thousand years to turn out one ship. Of what use are they in a shipyard?

"It is you and you alone who build the ships; you create all the wealth of society today; you make possible the $75,000 sable coats for millionaires' wives. It is you alone who can build the ships.

"They can't build the ships. You can. Why don't you?

"There are the shipyards; more ships are urgently needed; you alone can build them. If the masters continue the dog-in-the-manger attitude, not able to build the ships themselves and not allowing the workers to, there is only one thing left for you to do.

"Take over the management of the shipyards yourselves; make the shipyards your own; make the jobs your own; decide the working conditions yourselves; decide your wages yourselves.

"In Russia the masters refused to give their slaves a living wage, too. The Russian workers put aside the bosses and their tool, the Russian Government, and took over industry in their own interests.

"There is only one way out—a nation-wide general strike with its object the overthrow of the present rotten system which produces thousands of millionaires and millions of paupers each year.

"The Russians have shown you the way out. What are you going to do about it? You are doomed to the wage slavery till you die unless you wake up, realize that you and the boss have not one thing in common, that the employing class must be overthrown, and that you, the workers, must take over the control of your jobs, and through them control over your lives instead of offering yourselves up to the masters as a sacrifice six days a week, so that they may coin profit of your sweat and toil."

In the reaction of the world against Prussianism we have swung too far to the other extreme. Bolshevism, the wildest expression of this reaction, means society turned upside down. If the delusions of Lenine were realized we should have Hottentots and Chinese coolies in the places of Charles M. Schwab and Thomas A. Edison.

A small group of rare minds have been the cause of every forward movement. To deny the work of these men is to turn our faces backward. While we have been engaged in smashing down false aristocracies of Europe, the New World and the Old alike must still preserve a higher class, composed of those rare minds whose leadership alone can make for progress.

Ever since the days of the Gracchi in Rome we have had our malcontents who have been crying out for a reapportionment of goods. In the manifesto "Russia Did It," the Seattle workers voiced the desire of mediocracy for a leveling up. "Equality" is their cry, and in shouting that word they are not merely against the present social system, but also against the preestablished order of the universe, which everywhere and always spells "Inequality."

The Inequality of Nature

Nature knows no such thing as equality. Granting to one man one talent, and to another ten talents, the Creator has ordained from the beginning that the two cannot be equal. "Under ideal socialism," we learn from Mr. Robert Blatchford, "the only difference between a prime minister and a collier would be the difference of rank and occupation." But before he proves his case, Mr. Blatchford will have to demonstrate how one talent is equal to ten. A Socialist may fatuously declare all men equal, but when one man has a head full of brains and another has a mere teaspoonful, all of Mr. Blatchford's pleadings will not make the two equal.

Continued on page 680

EDITORIAL

"Stand by the Flag: In God We Trust"

Our Heroes' Graves

AMERICA must prove, in the case of those who paid the price in the great war, that republics are not ungrateful. The graves of our dead in France are now marked by little wooden crosses erected by the comrades of those who fell. What more fitting headstone could there be than replicas in stone of these crosses, sunk in concrete? On them should be inscribed name, rank, regiment and date of death. The United States provided for the physical comfort of those in her service on a scale more lavish than that of any other power. The whole nation felt that nothing was too good for our fighters. Nor is anything too good for those who sleep in the battle-scarred fields of France. LESLIE'S suggests that the incoming Congress take this up as one of its first items of business. A grateful people will not begrudge the dollars spent for marking the graves of our heroic dead.

Patience Over-Taxed

THE patience of the American people is proverbial. Our good-nature submits to inconvenience and discourtesy where others would rebel. Three illustrations of this long-suffering quality are at hand. For the third time in three months a general strike of the harbor workers in the port of New York was voted lately by the unions. Coal and the city's food supply were to be shut off. Coastwise and transatlantic steamships were to be tied up, and the effort made even to prevent the docking of hospital ships loaded with wounded soldiers. Franklin D. Roosevelt, Assistant Secretary of the Navy, showed a spirit similar to that of the most illustrious member of his family, when he said, on hearing of this threat, that the troopships would dock if it took the whole United States Navy to do the job. Yet the daily newspapers, with one or two exceptions, paid no attention to a situation that threatened to paralyze the life of the greatest city in the world.

The Brooklyn Rapid Transit Company has been faced with a strike of its employees, under the leadership of a meddlesome outside organization. The walkout of 6,000 telephone operators in Boston and vicinity for days tied up the telephone service in five New England States, affecting 600,000 subscribers. Here were three serious disturbances interrupting the normal life in great cities and half a dozen States, yet the newspapers seemed to regard them in the light of a joke. The millions of people who were principally affected "took their medicine" without organized complaint, believing that their protest would have no effect.

Another phenomenon of the times is the array of faddists, who are demanding legislation that they say will uplift the people, including a majority that cares nothing for the uplift. What are these reformers doing to protect the industrial and social life of millions from the strike menace? Our boasted civilization is a mockery if something can't be done to clear up these plague spots. The faddists are thinking principally of their own interests, and the average legislator is concerned only with the getting of votes. Once in a while a legislator seems to be aware that the people have rights that require protection.

Speaker Sweet, for example, speaking of the social welfare bills before the New York Legislature, declared with truth that these measures did not spring from the great body of working people, but had their origin in the "constant agitation of men and women who, in their idle moments, study social reform." Senator Henry M. Sage pointed out the fallacy at the root of such legislation—the idea that it is easy to help the common people and that no one has to pay for it—and issued the warning that if this thing were kept up, the budget of New York State would soon pass the $100,000,000 a year mark.

Occasionally the people take things in their own hands, as was the case in Cincinnati, where 410 firemen went out on strike. The public promptly took steps necessary for its protection and put the Home Guards in charge of the fire apparatus. Any strike is as good as lost which definitely forfeits the public's good will. As the public is the final and chief sufferer in every strike, it is up to the people to get together for their own protection. Will they do it? If not, they deserve to be "the goat"!

Degrading!

By the National Civil Service Reform League

THERE is a growing and insistent demand that the administration of the public business be put on a business basis. The tax-burdened public will not much longer tolerate the dissipation of the national resources through adherence to antiquated and petty political methods that now exist. The officials of the Government, high and low, are the servants of the people, employed to perform certain public duties; and in so far as those duties are not properly of a political or policy-determining nature, selections of such officials should be determined according to ascertained merit and fitness. Promotions and removals in the civil service should be upon a like basis. During the war the Government, through the War Industries Board, has been preaching scientific employment management to private industry. But the Government has in the same period made no move to improve its own employment methods and to adopt those reforms that it so highly commends to others. We call upon Congress and upon the Legislatures of the States to bring an end to political patronage and traffic in public offices. It degrades our politics into a scramble for spoils.

The Curve of Morale

DURING the war Herbert Hoover called attention to an interesting little mental contrivance of his own—the "curve of morale." Being an engineer, he confessed that it was hard for him to think other than in curves.

Morale played perhaps the leading part in war. Not merely the spirit of an army, but also the spirit of a nation behind it. This spirit rose and fell with the seasons, and one could plot it in curves.

It began to slump down hill in autumn, after the summer fighting was over, and the crops in, and the coming winter's food supply measured against last summer's military results. As cold weather came on and people suffered increasing discomfort, morale dropped lower and lower. About February it reached its valley—the slough of despond.

Then spring hove in sight once more, and warm weather. Another crop promised relief, the armies took the field and morale began steadily climbing up hill, reaching its peak about midsummer.

In winter, at the valley of the curve, much was heard of peace. But after the birds began to sing, little was heard of peace, until fall.

Mr. Hoover pointed out an interesting fact indicating that perhaps his curve of morale had originally been made in Germany, after all. For military records showed that the Germans endeavored to counteract the low morale of February and March by always "starting something" in those months—a submarine campaign or an early drive on Verdun.

Our nation followed the curve of morale more closely last winter, and sank deeper into the February slough of pessimism than during the previous year—our one winter of actual war. Industrial adjustments, unemployment, high food prices and income tax schedules made everybody gloomy.

Thousands of small holders cashed in their Liberty Bonds and War Savings Stamps at a discount. Group savings organizations which had accomplished marvels of thrift during the war broke ranks, and even fell to pieces in many instances. Bankers and business men looked ahead despondently to the approaching bond drive, and said, "It can't be done!" Everybody felt overtaxed and poor.

But now we are rising out of the valley, and traveling right on Hoover's curve. The sun is bright. The air is warm. There is work and good business in sight. The nation's industrial armies take the field once more. People are hanging onto their bonds and thrift stamps. The group savings clubs are reorganizing, and it is found that many of them went right through the valley without perceptible wavering.

We will never feel so poor again. It was a very real experience while it lasted. Yet it was also largely mental and imaginary—we were victims of the psychology of the crowd. Buy Victory Bonds!

The Plain Truth

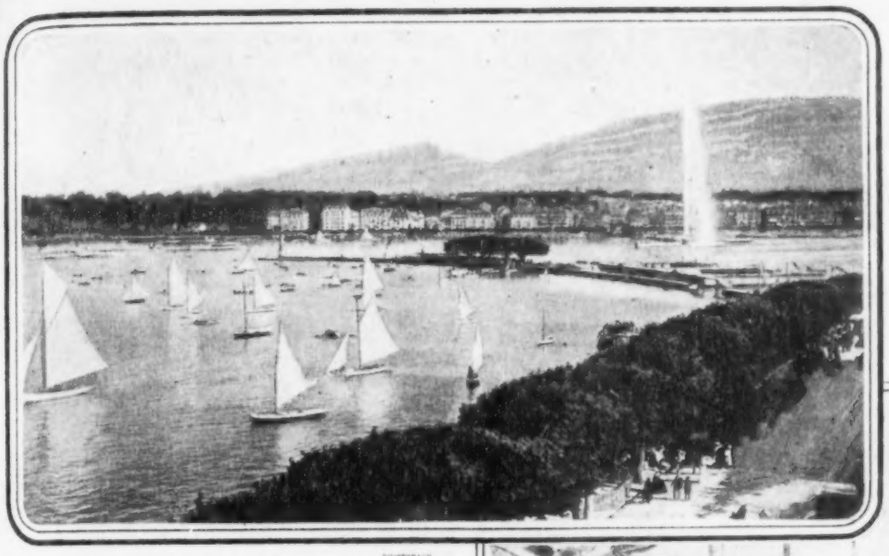
WEEKS! A New England reader writes to ask why the name of Senator John W. Weeks was not included in the list of eligibles for the Republican nomination in 1920 in a recent article from our Washington correspondent. We know no reason. If the country seeks a business man of the highest caliber and of wide experience as the occupant of the White House, it could turn to no better man than Senator Weeks. We say this without making invidious comparisons. The failure of Massachusetts to return Mr. Weeks to the Senate, in view of his admirable record and his unquestioned ability to represent the State as few others could do, is incredible. It was due to fortuitous circumstances combined with treachery in unexpected places.

RESEARCH! With the declaration of peace the world is going to enter the keenest commercial strife it has ever known. Everybody but ourselves is getting ready for it. Germany will make every effort to regain her supremacy in science. England has made an appropriation of $5,000,000, for the promotion of research. Japan, Australia and Canada are planning great research laboratories of physics and chemistry. All the other Allied powers are taking up the problem. New industrial laboratories, under the spur of self-interest, are springing up everywhere. Back of this, however, is fundamental scientific research upon which industrial progress depends, but which industry may not be expected to provide. In this emergency the Rockefeller Foundation comes forward with a half-million-dollar appropriation to promote fundamental research in physics and chemistry in some 130 colleges and universities in the United States. The results of this pioneer work are to become public property, and will be of immeasurable value in the industrial competition with other countries.

HELPFUL! If no provision had been made for the disabled soldier a torrent of abuse would be hurled at the Government for its neglect. The Government being not alone ready but also anxious to reeducate its disabled veterans, it is astonishing to find a large number of men back in civil life badly handicapped by their injuries, but endeavoring, nevertheless, to work. This paragraph is written to get before those who need help the information that the Government stands ready to give them exactly the aid and training they need. Not only is instruction provided free, but also liberal compensation is assured during the period of training, and assistance in securing a position after it is over. The disabled soldier who doesn't take advantage of the Government's offer will be badly handicapped the rest of his life, and will run the risk of becoming a charge upon the public. The Federal Board for Vocational Education, with headquarters at Washington and branches throughout the country, gives the assurance that by following its advice a disabled soldier can either get rid of the handicap caused by disability or acquire new powers to replace any that may have been lost.

COMMUNITY! The nation has no right to bury its talent any more than the servant in the parable who was condemned for wrapping his master's talent in a napkin and burying it in the ground. President Teagle of Standard Oil Company of New Jersey, speaking at the second annual dinner conference of the company and its employees, brought out the fact that the community has great natural wealth in mines, forests, fisheries and other natural resources, and that the community has the right to ask that these resources be developed through the cooperation of labor and capital. This is a new phase of community interest. We have been accustomed to think of the rights of the community in the matter of public utilities which function directly for the comfort or convenience of the public. Mr. Teagle points out that we must recognize also the rights of the community to service out of the utilization of its natural resources. This phase of the industrial problem must not be overlooked. Here is one fatal weakness of Bolshevism. It cares not how much the community suffers provided its one class wins out. Governor Smith of New York had the community interest in mind when he vetoed the bill which provided for equal representation of employers and employees on the State Industrial Commission. The Governor took the ground that absolute impartiality was demanded of this commission, that the public had to be considered quite as much as employer and employee, and that no member, therefore, should represent any special interest.

Pictorial Digest *of the* World's News

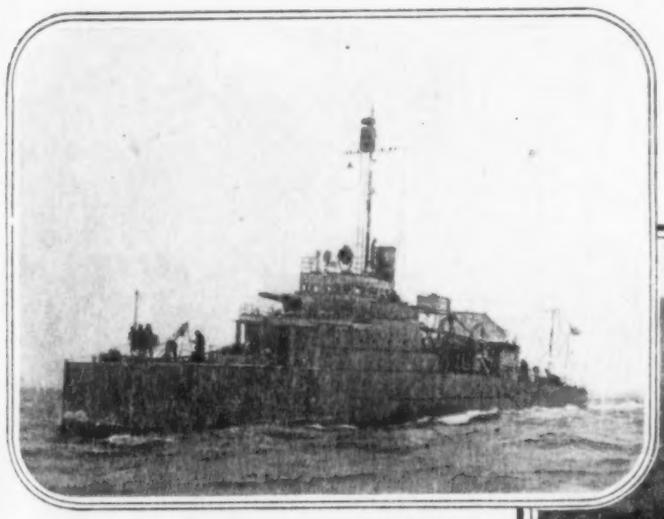


GENEVA, THE WORLD'S PEACE CAPITAL

Geneva, in French Switzerland, has been chosen as the seat of the League of Nations. Here, in the beautiful lake port, under the shadow of Mont Blanc, will sit the court of last resort for the nations of the world. Geneva was settled upon as the most advantageous site for the Peace Capital, because of its central location with respect to the Great Powers of Europe, and because of the steadfast neutrality of Switzerland throughout the war. The Belgian plea for Brussels as the headquarters was frowned upon, the representatives of the Allies at Paris holding that there should be no lurking memories of the bitterness of war and conquest to disturb the atmosphere of neutrality in which the Supreme Council of the Nations must formulate and hand down its decrees.

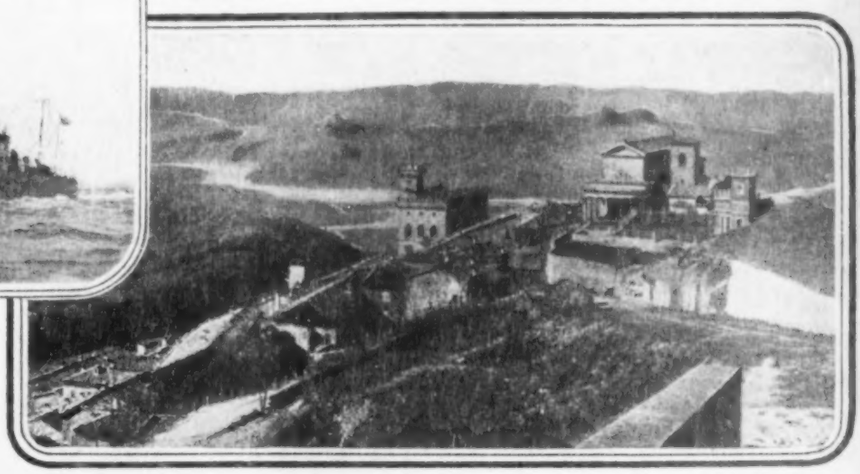
MUKDEN, STORM CENTER IN THE EAST

China has asked the Peace Conference to approve the abrogation of her 1915 treaties with Japan, which, she claims, she signed under coercion. Mukden is on the Japanese South Manchurian Railway. All her commerce north and south must pass over Japanese lines. She is one of many cities in Manchuria whose commercial outlet is dependent upon Japanese control. By two secret treaties with China concluded in May, 1915, Japan has gained virtual control of southern Manchuria, eastern Inner Mongolia, and the Shantung Peninsula. These treaties forced upon China the acceptance of the "open door" in eastern Mongolia, and confirmed Japan's ninety-nine-year lease of the railway right-of-way from Kuan-ching-tzu to Korea and Port Arthur, as well as her lease of Port Arthur and her annexation of Kiao-Chiao.



THE EAGLE BOAT TO THE RESCUE

U. S. Eagle Boat No. 2 has set sail for Archangel to help stem the impending Bolshevik spring offensive. Speedy, light of draft and well armed, she will meet the "Red" gunboat flotillas on the River Dwina, and, it is hoped, will tender them a warm welcome as they steam downstream, on mischief bent, in the wake of the melting ice. The Eagle Boat is the latest type of submarine chaser. She was to have joined our fleets in the war zone, but she never had a chance to show her mettle, for the first Eagle Boats were completed only after the signing of the armistice. One hundred and twelve Eagle Boats were ordered by the Navy from Henry Ford at a price of $275,000 each. $3,500,000 was spent to erect a plant for building them.



THE OLDEST STATE IN EUROPE MAKES PRESIDENT WILSON A CITIZEN

On April 17, President Wilson was invested with honorary citizenship in the tiny Italian republic of San Marino. The capital, San Marino, which appears above, is said to have been founded in the fourth century. San Marino received formal recognition of its independence from Pope Urban VIII in 1630. It lies near the Adriatic coast, twelve miles southwest of Rimini. The area of the State is about 38 square miles, and its population in 1914 was 10,489. It has been in a technical state of war with Austria since 1860, and hastened to join the Allies against its ancient enemy in 1914, before Italy had declared war.

Pictorial Digest *of the* World's News

INTERNATIONAL FILM SERVICE

CHER AMI, D. S. C.

Private "Cher Ami" is not an aviator and he never worked the throttle on a Liberty Motor, but he flew over the lines in the Great War. Cher Ami is the only one of Uncle Sam's soldier homing pigeons to win the D. S. C. He was one of the birds carried by the now famous "Lost Battalion." When his unit was cut off by the enemy in the Argonne Forest "Cher Ami" carried news of his human comrades' plight back to headquarters through a storm of bullets. He was wounded in the breast and lost one of his legs, but he delivered his message, and his "devotion to duty" won for him the Distinguished Service Cross.

INTERNATIONAL FILM SERVICE

ALSACE IS ALSACE

Gaily decked in their quaint national costumes these Alsatian children are celebrating the return of their province to France. The majority of the Alsatians, during forty-eight years of Prussian rule, have become so intermixed with the Germans that their purity of race has all but vanished, and it is now a question whether Alsace is more Latin than Teuton. France, in any case, will not let a plebiscite decide the question. Already some discontent with French rule is apparent. This feeling is fostered by German agents who urge Alsace to demand political autonomy.

SIGNAL CORPS

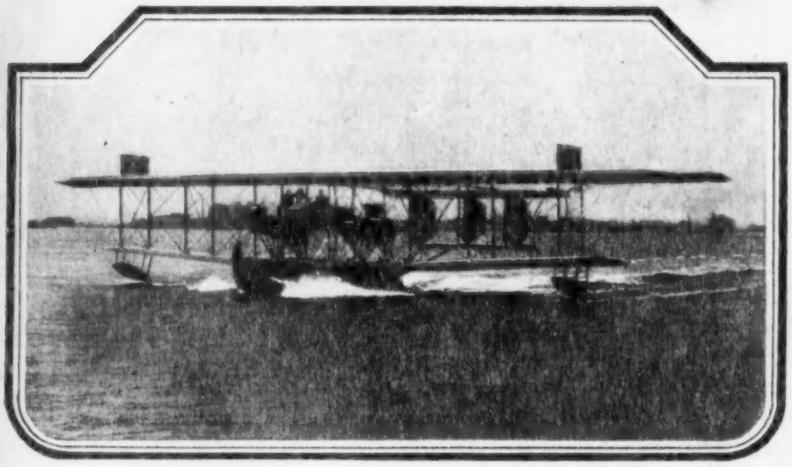
CHOW TIME IN SIBERIA

Siberian air has given these Yanks, on practice march near Vladivostok, a healthy appetite and a happy outlook. But the political atmosphere of Siberia has proved less salubrious of late. Differences have arisen between the Japanese and the American forces in the Far East. The latest development grew out of the refusal of Major-General Graves, head of the Siberian A. E. F., to send reinforcements to a Japanese contingent engaged with Russian revolutionaries near Habarovsk. The Japanese force in question was annihilated, losing three hundred and two killed and nine wounded. The official version of General Graves' refusal of aid is that the A. E. F. at Vladivostok is charged with guarding railways and supplies about Vladivostok and is not permitted to interfere in local clashes. The Japanese, on the other hand, have undertaken to pacify the country.

PUBLIC TRANSPORTATION

DR. FRIDTJOF NANSEN

The famous Norwegian Arctic explorer is slated to head a neutral food relief expedition into starving Russia. His plan to get food from the Allies, transport it to Russia and distribute it through a Scandinavian Commission, has been approved by the Peace Conference. The food will be sent upon humanitarian grounds, and not because the Allies recognize the Bolsheviki. Premier Lloyd George and President Wilson believe destitution breeds Bolshevism, and have welcomed an opportunity to fight the Red peril with food instead of guns.

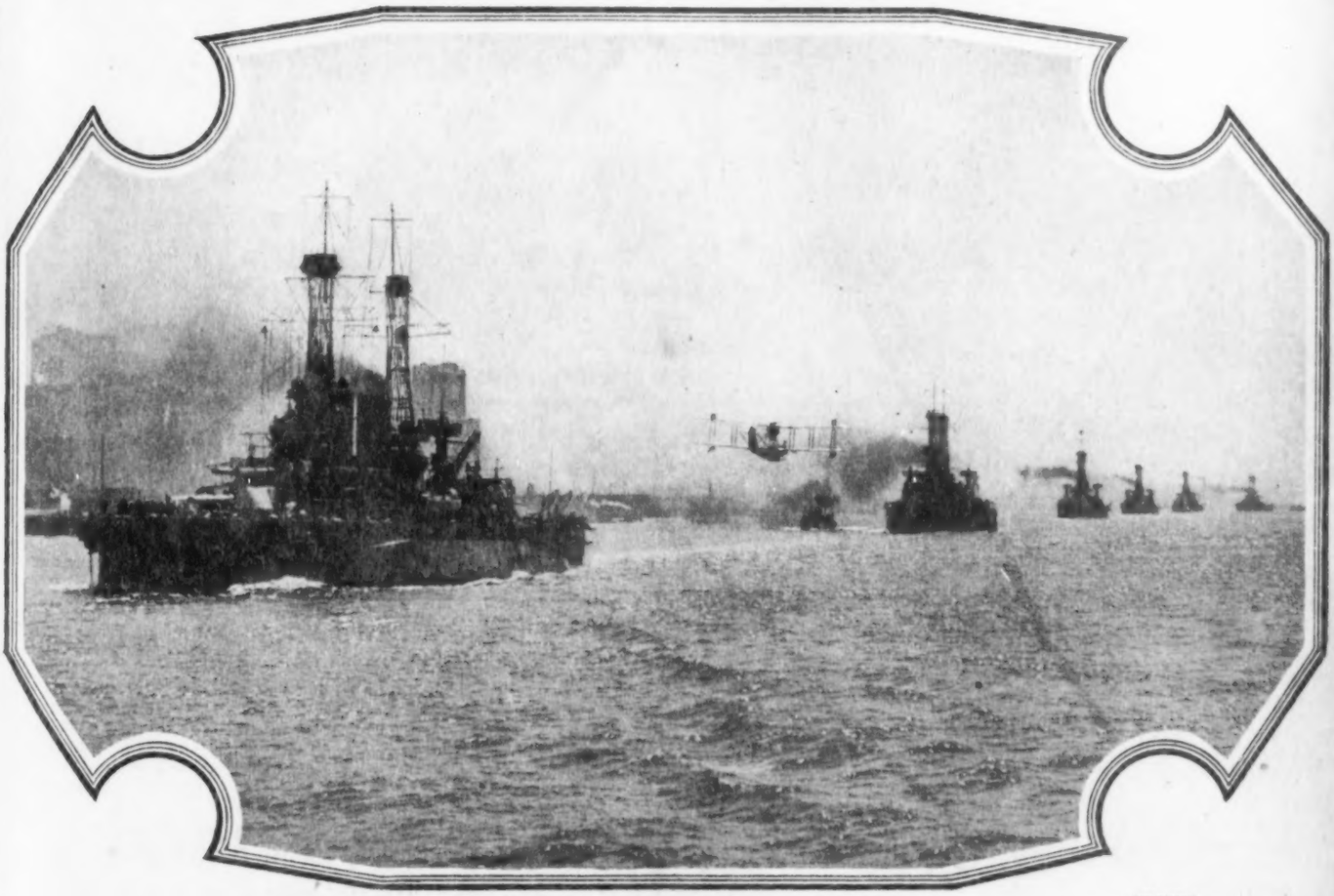


INTERNATIONAL FILM SERVICE

AMERICA'S TRANSATLANTIC AIRPLANE

Although Great Britain and France have the start on the United States in the race across the Atlantic, 1900 miles by the air route, America is in the running. The Navy Curtiss 2 is the machine upon which America's hopes are based. It has a power plant of four Liberty motors totaling 1,600 horsepower. She is designed to bear a load of fifteen tons, including gasoline, oil, and her crew of five men. Two more planes of her type are now approaching completion, and the Navy Department plans to start all three at the same time in order to make more certain the safe passage of at least one of the entrants.

Pictorial Digest *of the* World's News



PAUL THOMPSON

THE ATLANTIC FLEET MAKING HOME PORT

On April 14th the greatest assemblage of war vessels ever seen in an American port dro, ped anchor in the Hudson River. The returned vessels of the U. S. "Victory Armada" totalled one hundred and three, and they bore a complement of over thirty thousand men and officers, many of whom had seen continuous service in the war zone. With Germany's sea-power broken America is now second only to Great Britain in naval strength.

PRESS ILLUSTRATING

HERE FOR THE VICTORY LOAN

One of Belgium's crack machine-gun teams which has crossed the Atlantic to join the Victory Loan Army. Between the early stages of the war and the last drive of the Allies, most of the fighting in Belgium was done by the artillery. For protection from small raids the Belgians relied upon their dog-drawn machine-gun batteries.

PRESS ILLUSTRATING

OUR MINISTER TO POLAND

America has sealed her recognition of the new Polish Republic by appointing her first Minister to Warsaw, Mr. Hugh S. Gibson, who, since the war, has been successively Secretary of the American Legation at Brussels under Brand Whitlock, and of the Embassy at Paris.

PRESS ILLUSTRATING

SLAYER OF JAURÈS ACQUITTED

Seated in the dock on trial for his life is Raoul Villain, the French patriot who slew Jean Jaurès on the eve of France's declaration of war. Jaurès was the strongest anti-militarist in France. Villain pleaded he had killed Jaurès to save France from his insidious policies. On this ground he was acquitted.

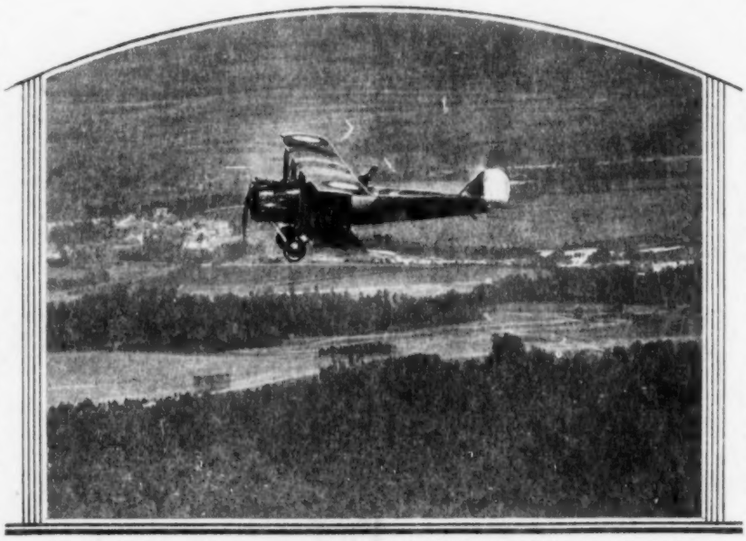
The Airplane *in* Transportation

By HAROLD W. SLAUSON

LET us ask first, will the motor truck compete with the railroad? Maybe it will, but it need not—and efficiency demands that it *shall* not. The railroad has been carrying freight for seventy-five years. It and the horse have been supreme in the transportation world. In consequence, the railroad has got into bad habits. Good roads were unknown, and the freight car was used to carry even small packages between points that were only a figurative stone's throw apart.

What has been the result? The average freight car costing hundreds of dollars and having a carrying capacity of some thirty or forty tons, travels about *six miles per day!* A freight train of a hundred cars, worth, perhaps, with its contents and equipment, some half-million dollars, may be brought to a stop to drop a single car at a way station a dozen or so times a day. The loss in time and productivity of equipment of this value is appalling. This waste is going on daily on thousands of freight trains. The loss in interest alone would finance many a good-sized business.

The freight congestion, due to the unparalleled conditions brought forth by the war, created an opportunity for the motor truck. Through its ability to bring freight from points not located on the railroad, and from way-stations where the busy trains could not afford to stop, the railroad became a long-haul medium, and the lesson learned from the co-operation of the truck and railroad is not soon to be forgotten. More freight was hauled with less waste of time and energy than ever before.



On the highways of the air there are no problems of roadbed construction and maintenance, but there are other factors which make airplane transportation of mail, freight, or passenger an expensive operation.

Could we go back to pre-war conditions and still call ourselves the most civilized nation on earth? Can we not realize that the new fields of transportation activity of the motor truck are increasing the usefulness of transportation, and making it possible to carry more goods at lower costs?

But time will be required to establish this new order of co-operation between the railroad and motor truck, for the railroad was first in the field, and habits formed through decades of practice cannot be revised over night.

But now comes a new factor of transportation, following so closely upon the developments of the motor truck, that, if properly adapted to our needs, should prove to supplement the activities of both the motor truck and passenger car so fully that *transportation* possibilities will be increased tremendously—not so much from the standpoint of the quantity of goods carried, probably, as from that derived from the elements of high speed which are now lacking with our present delivery systems.

The airplane *has* a commercial future—or present, if you will. It can fill a necessity as imperative as that existing before the motor truck was developed. It is that of *immediate, high speed* transportation of valuable freight or passengers — immediate because no highways, road-beds, rails, or other surface construction is necessary; high speed, because curves and grades are eliminated.

The cost of transportation through the air will always be higher than that upon the surface of the land or water. We must pay the price when we do away with the support of Mother Earth, and this price appears in the form of extra power requirements and added fuel consumption; but time is money these days, and the passenger who can make the trip between Chicago and

Concluded on page 687

Why Better Times Are *at* Hand

By HON. WILLIAM B. McKINLEY

Member of Congress from Illinois

NOTE—*Representative William B. McKinley is one of the best-known Republican leaders in Congress. He is the new president of the American Section of the International Parliamentary Union, and has just sailed for Europe for his second visit to the devastated regions of Belgium and France. Mr. McKinley was formerly chairman of the Republican Congressional Committee, and for more than twenty years has taken an active part in shaping the national policies of the Republican party. As a representative of the great Middle West, his views on the present political and economic situation are of particular interest in presenting the point of view of that important portion of the United States.*

SIX months ago the Allied armies won the war; an expectant world now waits for the Allied diplomats to win a peace.

At the request of the President the patriotic people of the United States poured into the national war chest untold millions of dollars. Every theorist with an untried theory, every inventor with an undeveloped invention have ladled them out. Our brave American soldiers added the final power to put down the war with English and French cannon, English and French planes, and English and French tanks.

Upon the plea of the President for War Necessity, Congress appropriated thousands of millions of dollars to build a government-owned cotton mill in Georgia to be used to make white pants for officers, to build a water power development in Alabama, that perhaps can be completed in ten years, to experiment with running the railroads, to take over the telephones and telegraphs, and to build ships which may finally be completed in 1922, at a cost of four times as much per ton as the Japanese ships cost, with which we must compete for business.

The November, 1918, general election and the local elections of this winter and spring served notice that Republican times are coming, that the people are tired of professional theories and socialism, that inefficiency and paternalism must end, and that they look to the Republican party to wipe out autocratic government and restore the Constitution. A Republican Congress will act now as a servant of the people and not of a President.

The six years of experimenting with Fads and Fancies must stop. Industry must be taken away from the book theorist and handed back to the business men who have created it. The twelve months' experiment in railroad control has added a burden of $1,250,000,000 per year to the shippers of the country, and the end is not yet. This $1,250,000,000, added in one year to freight and passenger rates, which the people must pay, is as much as the total cost of running the Government in the last year of Republican control.

In this after-war world settlement which is now before us, one of the most important issues presented to the people of the United States is that of maintaining the present American standard of living.

Common laborers, in India and China receive a wage of ten cents a day, in Japan, thirty cents a day. Leveling means taking off from the high spots and filling in the low places. The whole tendency of this war, the whole theory of the League of Nations, is to level. The American people face this now. It is up to the Congress of the United States, our law-making body, to enact legislation that will maintain our present standards of living. That is the vital issue. We can not evade it.

HON. WILLIAM B. McKINLEY

How shall we do it? There will be a tremendous struggle by all the nations of the earth to sell their goods in foreign markets. They will all look longingly to the United States, the richest market of all. They will want to exchange their manufactured goods for American dollars. Some people may smile about Japanese competition. Do they know that at Osaka, a city of more than a million of people and with unlimited water power, our American raw cotton is turned into manufactured goods and sold to the 400,000,000 people in China? Do they realize that in five short years prior to the war we lost nine-tenths of our Chinese trade in cotton goods, and that Japan got it?

Our American market is worth to the American people ten times that of all the other markets of the world. In normal times 90 per cent. of the product of the farms and factories of the United States is consumed in the United States. By maintaining our home market we can maintain our standard of living. By keeping our American market for the American people, we need not level down in civilization as other countries level up in civilization.

This can only be accomplished through proper protection tariff laws—not laws to protect the manufacturer, but laws to protect the workingman; laws to enable him to secure the wages necessary to keep his children in school and properly to feed and clothe his family; wages that will permit him to make weekly and monthly deposits in the savings bank for his old age and a rainy day.

These laws a Republican Congress will pass, and after 1920 a Republican President will sign them. A Republican President will be elected because the large majority of the people of this country look to the Republican party—now a united party—to redeem the country from the wave of experimentation through which we have passed. Any one of a number of our Republican leaders will, if elected, sanely and conservatively head the Government.

I am sent to Congress from Illinois. In Illinois we have a former Congressman who has made a great record as a people's Governor and as a war Governor—FRANK O. LOWDEN.

I am for Lowden for the next President of the United States.

Andre Petit, mascot of Company C, 504th Engineers, writes to his godfathers about his little lead soldiers.

Renee Trouyer, mascot of Army Field Clerks, Second Section, General Staff.

Raymond Ares, left, and Marius Laurange, mascots of Headquarters Aero Supply Squadron.

Simone Lefort, mascot of Company C, of the Headquarters Battalion, G. H. Q.

Roger Perrier, mascot of Battery A, 148th Field Artillery, who has shown an unusual talent in drawing.

Binding Yankees *to* France

By M. K. WISEHART, Staff Correspondent in Paris

Photographs from the Author

IN accents grave and gay, tender and quaint, the children of France have measured the cordiality of Franco-American relations. Call it a page from the heart of France if you like—it is the story and the proof of something that Americans and Frenchmen hold dear. I do not know where else, if not in the thousands of letters that passed between French children and American soldiers in France, the war has produced testimony, so appealing and so prolific, to show that the best in two civilizations can blend.

These letters are the means by which thousands of Americans have come in contact and by which they will be kept permanently in contact with the home life of France. The correspondence grows; the interest intensifies; relatives in the United States of soldiers in France have begun to participate; and many a French youngster is today sending the story of his growth and daily interests to an American in the States, whereas he used to send it to the same man a doughboy at the front.

Americans at home who have been readers of the *Stars and Stripes*, the newspaper of the A. E. F., know something about how the mascot idea developed. It was proposed that American regiments should adopt the children of Frenchmen killed in the war and contribute 500 francs toward their maintenance for a year. Then the offers poured in; they came from regiments, companies, batteries, staffs of various army departments and individuals. One man wanted "a bandy-legged boy or a girl with auburn curls." He got a girl with auburn curls and her name is Jeanette C——, of whom something must be said later. Officers of the Colonel's mess of the 110th Engineers asked for "a girl just old enough to write letters to the mess." Men of the College of the City of New York wanted "a boy from Paris so that some day he may go through college in the first city of France, thanks to men of a college in the first city of the United States." Battery E, 334th Field Artillery, wanted an orphan, but they were unable to decide of what sex. "Probably," they wrote, "our choice would be a girl if we weren't too bashful to say so." Aircraft Armament Section wanted two girl orphans—"one a blonde and one a brunette."

Marie Rouget, mascot of Company D, 408th Telegraph Battalion, who writes interestingly of her chickens.

Anna Le Doeuffe, an attractive mascot from Brittany.

Lepeltier, mascot of Fifth Balloon Company of the A. E. F., at play in the grain fields near his home.

Suzanne Paris, mascot of Company F, 20th Engineers, Forestry Section.

The necessary research for fulfilling these requests was performed by the War Orphan Bureau of the Red Cross. Families having the largest number of children and the greatest need were selected, while the children themselves were chosen with a view to the possibility of their becoming good social material for the future of France. When the godchild or "*filleul*" was found he was introduced to his godparents or "*parrains*" by photographs. Often photographs were exchanged all round. Letters were always exchanged. The correspondence proved so interesting that it accounts in part for the rapid spread of the desire throughout the A. E. F. for "*filleuls*," and today the demand for them is greater than it seems wise to supply under the system employed in the past.

It was decided recently to limit the number of adoptions to 3,000, but before the plan could be reorganized the number of requests had reached 3,444. Under the new plan which went into effect in March contributions will not be expended on individuals, but will be put in a "continuation fund" for "*filleuls*," and this fund will be used to insure education throughout a period of years for children of marked aptitude. Meanwhile the S. O. S. has put in its order for 1,000 godchildren, and the S. O. S.—which thinks it's going home soon and wants to be introduced to its godchildren before it goes—is demanding prompt attention to its wants. These *filleuls* will be selected from the liberated regions of the north and east where great need exists.

Defective as the mascot plan appeared from the point of view of the trained social worker it has proved of extraordinary value in bringing Americans in touch with French home life. Hundreds of Americans have visited the family of the child in whom they were interested. One doughboy I know of went to visit the *filleul* of his company at Christmas time and, finding the mother ill in bed, he remained three days, took care of the mother and three children, played Santa Claus on Christmas eve, and before he left had the household in running order. Chiefly, however, the letters have been the bond of interest, and these thousands upon thousands of childish letters have created bonds that can not be severed. The correspondence—it is translated before being forwarded by the War Orphan Bureau—has increased since the armistice; and hundreds of Americans homeward bound go shopping in Paris for dolls, doll clothes and other presents for "*filleuls*."

Approximately 50,000 letters have been exchanged between "*parrains*" and "*filleuls*." The interest of the Americans in the standing of their godchildren in school has reflected itself in a keen desire on the part of the children to stand well in their classes. The letters of the children reflect the appreciation of the whole of France for the fact that Americans not only came and fought but also interested themselves in the social well-being of the land.

There may be a special reason for calling attention to this great bulk of letters from the children of France to Americans at this time. The mature Frenchman will tell you that France is not understood by Americans as Frenchmen would have their country understood; he will suggest that America is perhaps not understood in the way Americans would wish. He is very

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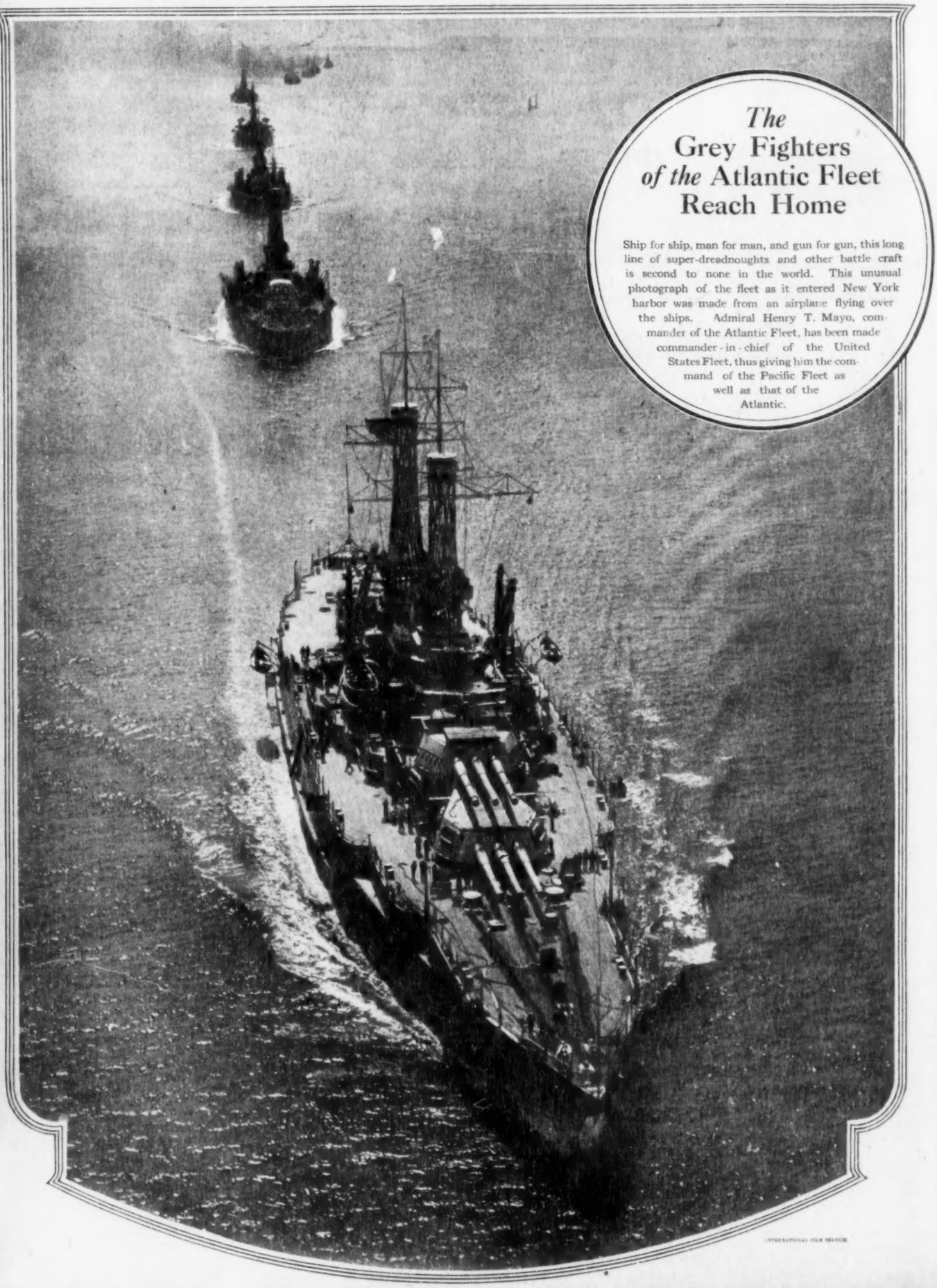


The Grey Fighters *of the* Atlantic Fleet Reach Home

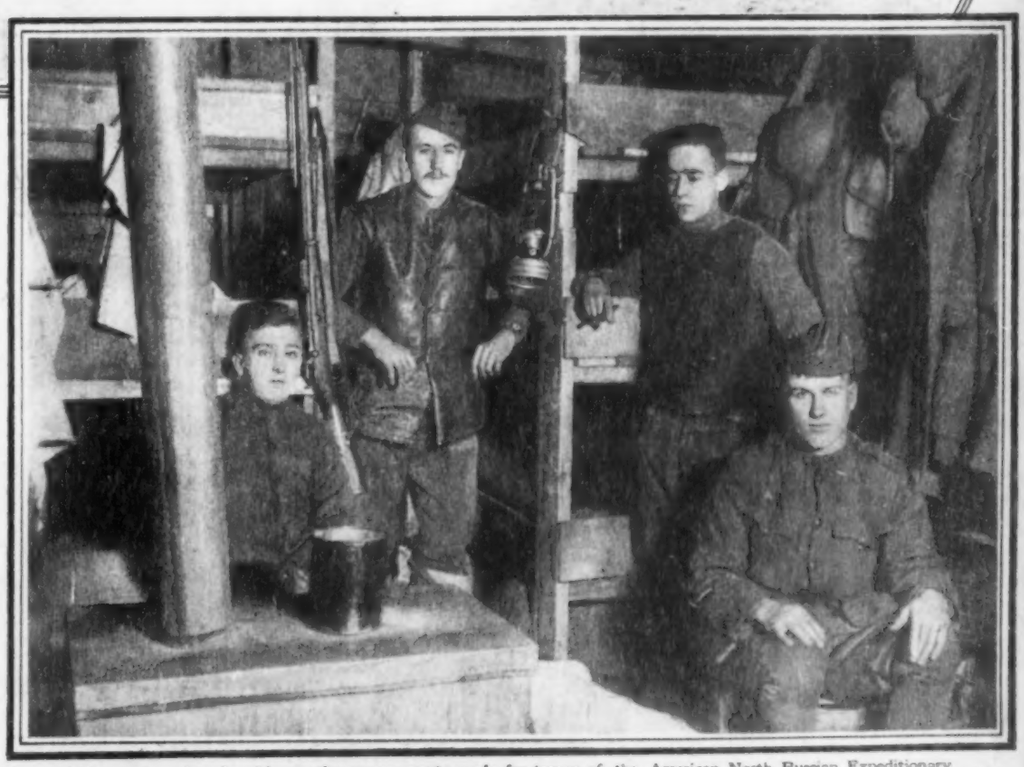
Ship for ship, man for man, and gun for gun, this long line of super-dreadnoughts and other battle craft is second to none in the world. This unusual photograph of the fleet as it entered New York harbor was made from an airplane flying over the ships. Admiral Henry T. Mayo, commander of the Atlantic Fleet, has been made commander-in-chief of the United States Fleet, thus giving him the command of the Pacific Fleet as well as that of the Atlantic.

INTERNATIONAL FILM SERVICE

Amid Shadows *of* Northern Disaster

Photographs by U. S. A. Signal Corps, from LUCIAN SWIFT KIRTLAND, Staff Correspondent

A convoy of supplies for the American troops on the North Russian front winding its way along a forest road from Archangel to the firing line. The scene is typical of miles and miles of the roads in Northern Russia. On this particular trip only one log cabin was seen in a distance of twenty-two miles and that was the rest house, where the convoy paused twelve miles out. Owing to the lack of a definite policy toward Russia, a company of our soldiers near Archangel recently refused to advance against the Bolshevik troops until they knew if we were at war with the Communists. More recently Brigadier-General W. P. Richardson reached Archangel on the first big ice-breaker to break through the harbor, and gave our army a message from General Pershing to the effect that their situation was known and their sacrifices appreciated by America, and that every effort to relieve their condition is being made. However, the Allied policy toward Russia still remains neither fish, flesh nor fowl, nor common red herring.



Like quarters aboard a ship are the arrangements made for troops of the American North Russian Expeditionary Forces, who are fighting along the line of the Vologda railway. The explanation is that the quarters are in railway cars.

China's Farewell *to the* Poppy

The Story of the $27,000,000 Fire Which Ended the Opium Trade in the Far East

Throwing $5,000 to the flames, Customs Inspector Wade of Shanghai examines an opium ball before flinging it into the fire where a million dollar blaze raged for several days.

Chang I Pung, Vice-Minister of Justice for China, and special commissioner for supervising the burning of opium, before a shed near the kilns where part of the opium was stored.

CHINA has refused to go back to sleep.

Four tall specially constructed kilns beside the Yangtze at Pootung, just across the river from Shanghai, have been smoking for weeks, perhaps the costliest smoke in Chinese history. Twenty-seven millions of dollars' worth of opium was their fuel; all the stock of the great "godowns" or warehouses of Shanghai.

The smoking of the kilns meant the passing of the opium pipe from the hands of the young Chinese republic, just as it was about to puff its way back into the dream-stupor of past centuries. The project to revive the opium traffic in China, after its elimination, more than two years ago, a project born of revolutionary turmoil and political corruption, came to nothing.

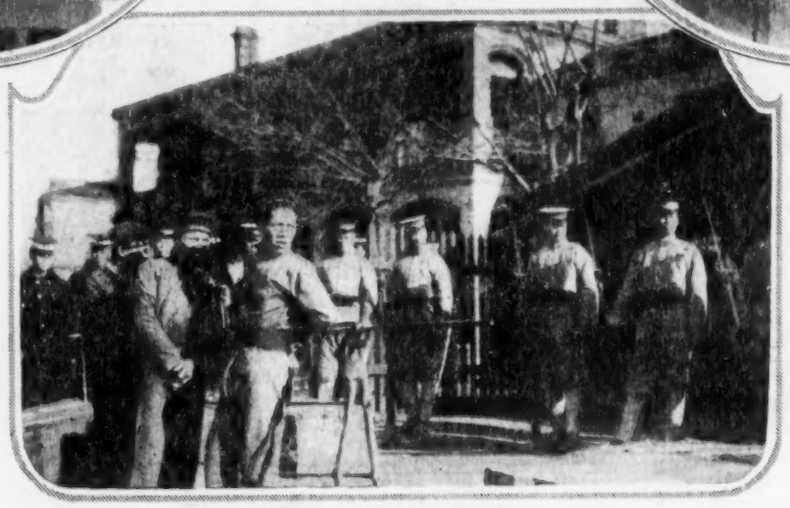
On the morning of January 17 a launch carrying a large party chugged its way from the customs jetty at Shanghai and cut a wake across the busy Chinese river, to the kilns.

In that party, which included a representative of the Chinese president, was a New Yorker. Laurence H. Rich, official photographer for the Joint Centenary Commission of the Methodist Episcopal Church, sent to the Orient to gather photographic data relating to the $120,000,000 world reconstruction program of the church. The pictures of China's $27,000,000 fire reproduced here are by him.

China has an "opium history" at once separate and inseparable from its political chronicles. And it is this opium history which provides the background for the climax at the kilns on the Yangtze at Pootung.

Opium is in the Chinese "the foreign drug." There are those who say that only against its will and as a victim of circumstances did the country permit the drug to become known to its people. Record shows that as early as the fourteenth century China had fallen under the spell of the poppy. Not only did opium make China its slave; it brought two wars upon the Chinese, and held them in drugged slumber while the world moved onward.

The liberation of China came, partly at least, through the United States. More than a decade ago, at America's instigation, an international commission met at Shanghai to study the question and determine means for eradicating the evil. Then followed the final step toward the freeing of China, the so-called ten-year agreement between Great Britain and China, by which the former nation agreed gradually to decrease the exportation of opium from India to China, until it finally ceased at the end of ten years, if China would in turn agree to stop, in the same period, the smoking of opium and the cultivation of the poppy among its people.



Chinese customs sailors and soldiers guard the funeral pyre of the "foreign drug."

The deliberations of three international conventions at The Hague in the next six years resulted in the drawing up of a convention in which China was guaranteed international cooperation and protection. And, soon afterward, Great Britain voluntarily reduced the time set for the termination of opium import into China by three years.

China fulfilled its part of the agreement. By governmental edict and by pressure of public opinion, opium smoking and poppy cultivation were practically done away with by 1916, and it was then that opium and opium pipes were burned throughout the country.

By special agreement the Shanghai Opium Combine was permitted to continue its traffic until March 31, 1917. And from that permission grew the menace of the returned traffic.

Hundreds of chests of opium, the stock of the combine, were stored in the godowns of Shanghai when the permission term expired. Meanwhile the world had gone to war. The nations of Europe and, finally, America, were preoccupied with grave matters. China had felt the convulsions of revolution and of civil war.

Opium lifted its head once more as a threat against the future of China. At Shanghai was formed a new opium combine, composed of wealthy Chinese and officials of the government then in power. In fact, the president of the new combine was the vice-president of that government. Under such conditions the project to revive the drug traffic progressed without other opposition

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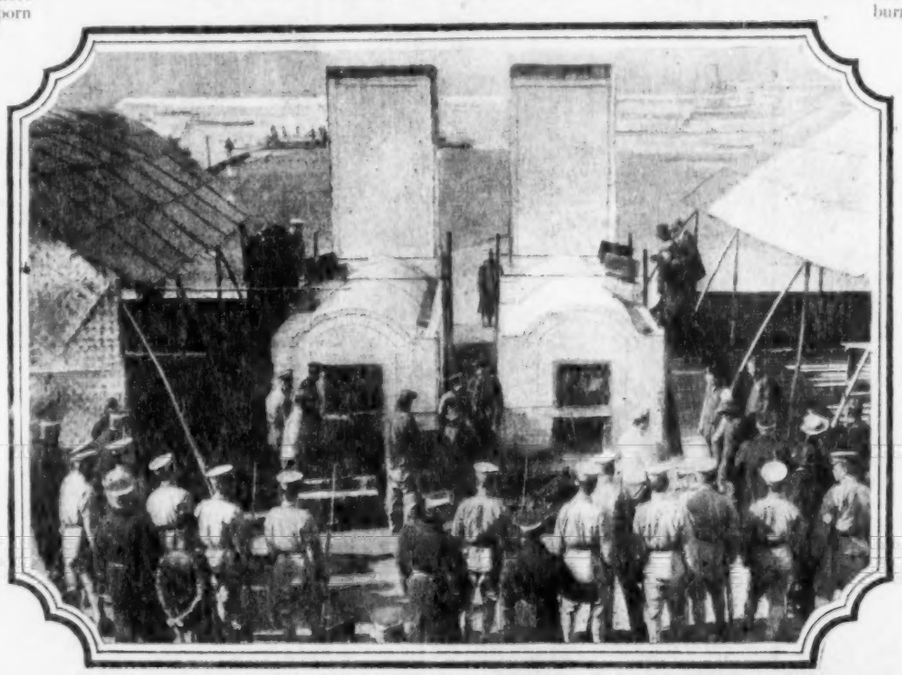
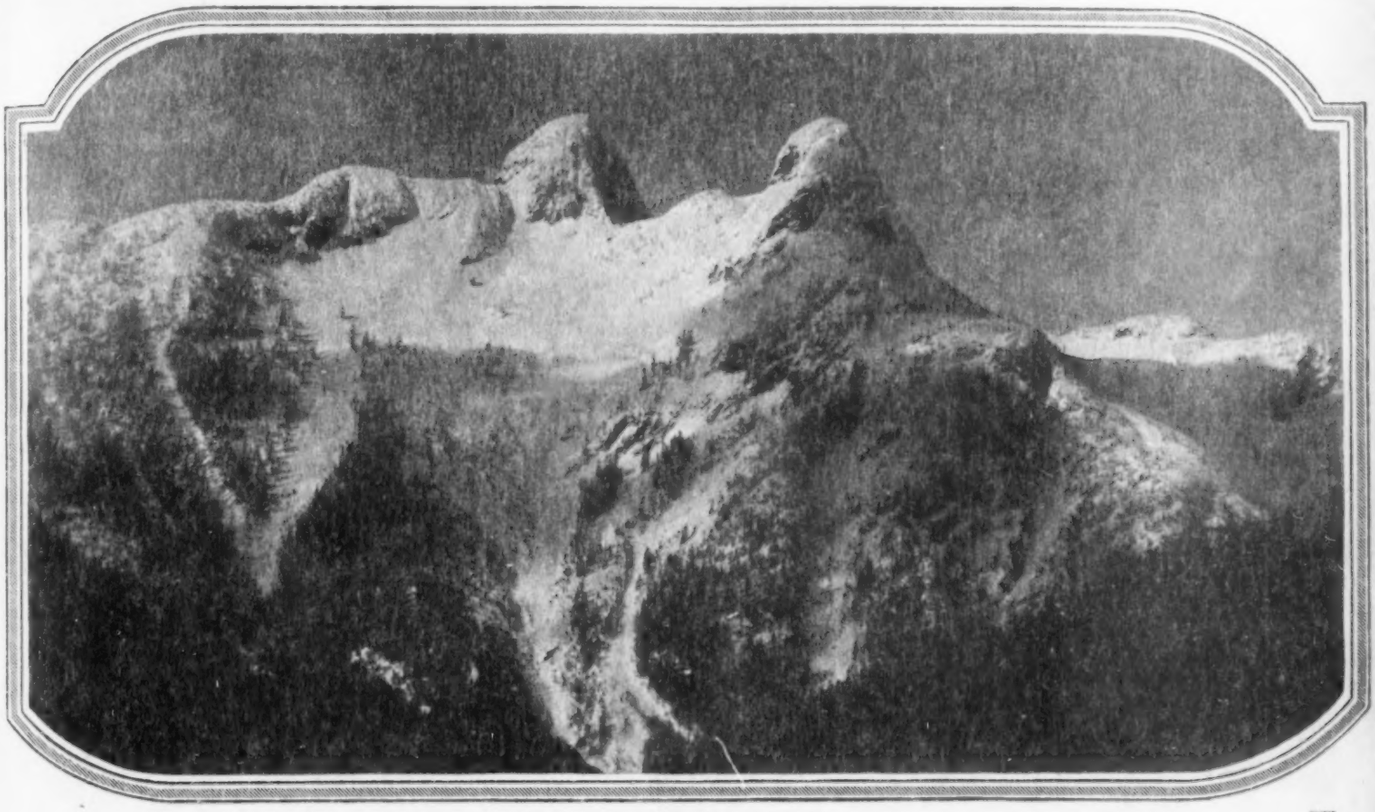


Giving a first taste of opium to the third and fourth kilns that helped to burn 120 chests the first day. The chests were opened and examined by inspectors, one of whom was detected secreting opium under his long finger nails.



THE TWIN PEAKS OF VANCOUVER

Lions Couchant, the twin peaks carved by nature alone, which rival the work of Landseer, whose sleeping lions watch over Trafalgar Square, London. These natural ones are famed wonders of the Pacific coast overlooking the harbor of Vancouver, Canada, and this photograph of them has just been the subject of much artistic comment and loud acclaim on the Pacific coast. Thousands of photographs of these natural wonders have been taken, but owing to atmospheric conditions, light and cloud effects, only once in a lifetime do all conditions occur exactly right at the same time to make a picture like the accompanying one possible. Leonard Frank, who obtained this photograph, has been trying for fifteen years to get a satisfactory picture. Among the Indians these peaks are known as the "Twin Sisters." They were raised by the Indians' god, Sagalie Tyee, (so the legend goes), to celebrate a feast of peace held when twin daughters of a great chief reached their majority. The white men have titled them "The Sleeping Lions," and they are known to almost every mariner who sails the seas, overlooking the harbor as they do.

Why Be Faint-Hearted?

By J. OGDEN ARMOUR

OPTIMISM and confidence, courage and enterprise, on the part of industrial and business interests will enable our country to develop its wonderful resources to the fullest extent during this period of readjustment. We must have faith in our nation and in ourselves—in our ability to meet any situation—f we are to take advantage of our opportunities.

Harmonious cooperation—a friendly, talk-things-over spirit—between capital and labor (both mental and manual) are equally essential.

There has been some attitude on the part of business interests, especially in retail and smaller manufacturing fields, to meet the problems of the hour half-heartedly—buying from hand to mouth—waiting for lower prices. Less caution and more acceleration are needed to make the wheels go round. If we wait for lower prices we won't get anywhere. The best authorities on economic tendencies do not look for much further recession in prices, espec ally while wages remain at their present high level.

Why should anyone be faint-hearted? We have leaped over the first hurdles in the readjustment period. They were not formidable. Economic upheavals that many apprehended have not materialized. The period of business uncertainty that follows every war is passing over this country like a summer shower, rather than a violent tempest. There has been no panic and there will be none. The war proved that America was equal to the mighty task imposed upon her and will be fully equal to demands of the future. There is no reason for anxiety. Our country is the richest in the world. Our natural resources are unbounded. We have the most capable and intelligent of workers. We have the brains to initiate and develop great industrial enterprises and the capital and organization skill to carry them forward.

Our foreign trade—an infallible business barometer—shows great increase over pre-war times and is one of the strongest reasons for faith in increasing industrial activity. The signing of peace terms will supply the needed basis for new credits for American and afford the greatest stimulus for foreign business. It will start reconstruction work abroad and the demand by overseas countries for all our products will tax our productive capacity for several years. Our industries are well organized to handle this increased business. We have a mighty merchant marine that inspires admiration and enthusiasm.

J. OGDEN ARMOUR

The steady gain in trade during the last few weeks is causing an increase in confidence. The labor situation shows signs of improvement, especially in the Middle West. Prices are high, but buying power never was greater. There is more money per capita in circulation now than ever before. The standard of living in this country is the highest in the world and we want to keep it so.

The industrial earthquakes which have rocked the foundations of foreign nations have not been felt in this country, and we can be sure that they will not demolish American institutions if we continue to have proper consideration for the rights of all our people. There is an increasing desire on the part of employers and employees to understand each other's point of view. They are partners and each must be willing to do his part. Labor must be willing to do a good day's work for a good day's pay—to turn a sufficient quantity of raw material, whether it be livestock or steel, building supplies or foodstuffs, into finished products in exchange for the compensation it secures. Employers must meet the workers more than halfway in the individual or collective application of the wage-earners for a rate of pay commensurate with their productive capacity and which will enable them to live comfortably and provide for their future.

Everybody must pull together, large interests and small interests, producers and consumers, employers and employees. The success of one element can not be accomplished without the success of all.

The most thoughtful and progressive leaders of working forces realize that labor alone can not carry on large industrial enterprises, but must have the cooperation of intelligent direction and capital or the entire economic fabric will be rent as it has been in parts of the Old World, resulting in widespread hunger and suffering. The great free press of this country is doing much to interpret destructive experiments in government which occupy the European stage, so that our people will understand their true significance and ultimate effect. The widest dissemination of what is happening in the dark spots of Europe will form a strong force for industrial peace in this country.

Solution of any industrial or social problems that confront our country will not be difficult if we approach them fearlessly and unselfishly, in a spirit of mutual justice, fairness and sympathy.

Material advantages, wealth and prosperity we already have and as long as we deserve them we shall keep them.

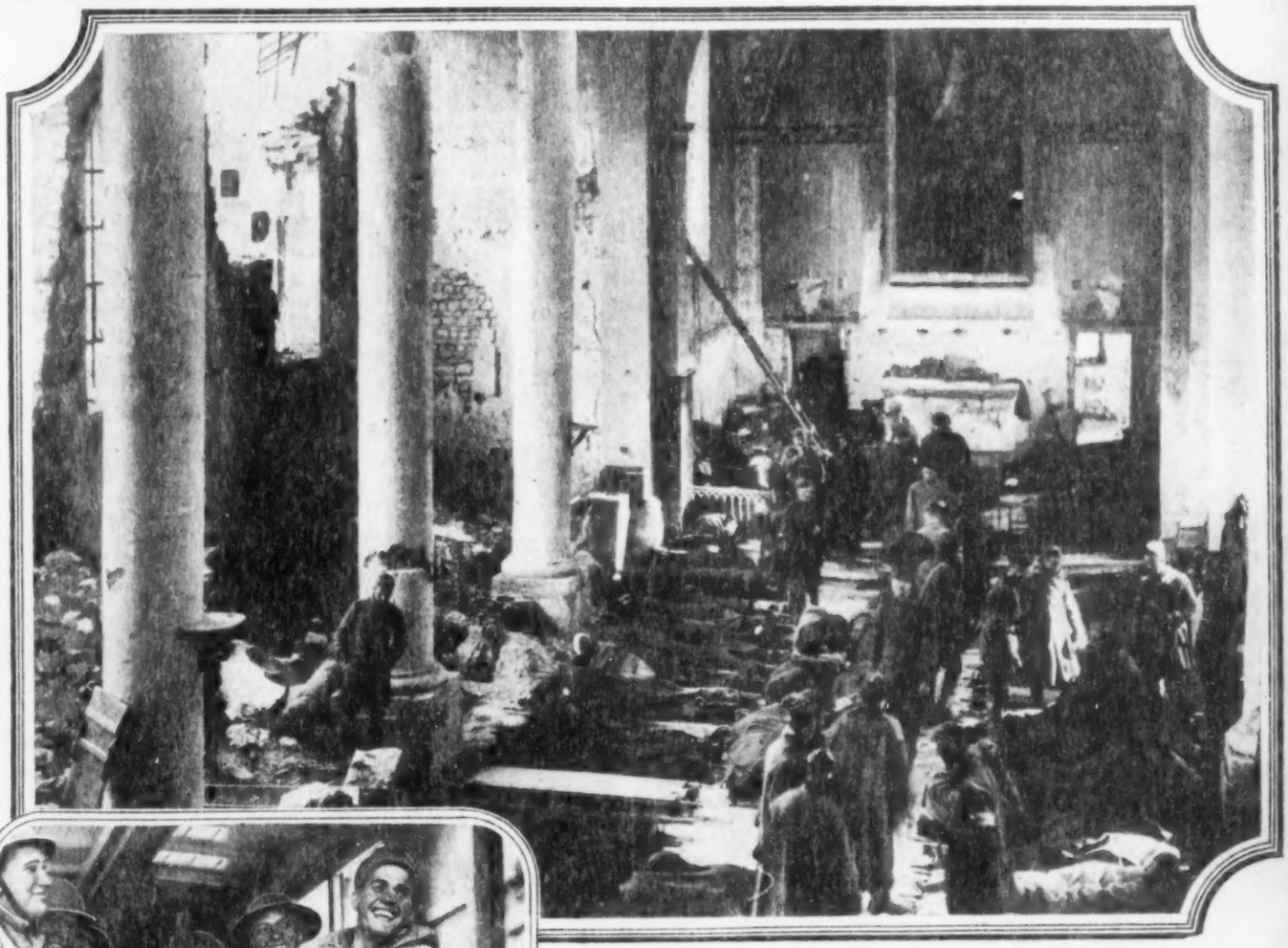
Picture Classics *of* Victory

Photographs by the U. S. Army Signal Corps, from
LUCIAN S. KIRTLAND, Staff Correspondent in France

On the heels of the retreating Germans. American snipers plugging at Boche machine gunners. The pictures on this and the opposite page were selected by officers of the Signal Corps as the best of the thousands made during the final weeks of the war.

"Mopping up" in the famous Argonne Forest. A Yankee sergeant, automatic pistol ready, passes a dead German in the "clean-up," following the passing of the first wave.

Having captured the second-line trenches in a hotly contested section of the Argonne these doughboys are enjoying a well-earned rest before the call for further daring. Safe as they look, shells and machine-guns took toll every few minutes.



Close to the Argonne Forest lies Neuvilly, and into its shattered church hundreds of stricken Americans were carried for temporary shelter. Critics call this photograph one of the finest of the war in dramatic interest, composition and artistic qualities.

Are they downhearted? No! An ambulance-load of the slightly wounded from the battle-fields of the last days when the Huns were being "pinched out" of northern France and Belgium. The Yankee grin and the Yankee teeth are much in evidence. The various phases of the closing days of the war are illustrated by the pictures on these two pages. No single witness may adequately describe those closing days, and a pictorial panorama must necessarily be fragmentary, but these may be taken as symbolic of the fighting conditions, the discomfiture of the enemy and the cheerful spirit of our men under terrible stress, for of the 29,000 who died in action and the 132,000 wounded a great majority fell in the closing six weeks of the war.

Truckloads of wounded Americans review with satisfaction the endless procession, which streamed back from the front, of captured Germans who had "Kameraded" themselves into safety in spite of the rumor that the Americans took no prisoners.

Opportunity Knocks *at* Our Doors

ROGER W. BABSON

By ROGER W. BABSON

Department of Labor, Washington, D. C.

IT is generally conceded that America has made more progress than any other country. Statistics indicate that this has been largely due to three causes: our natural resources, our educational system of developing individual initiative, and our concentration on salesmanship and advertising. The first two factors are being talked about so much that I can not too strongly emphasize the last. During the war period it was necessary to do little more than make products and transport them in order to dispose of them at a good profit. Goods sold themselves. It was simply a question of getting the labor and the cars. But by the time this period had reached its height, the armistice was signed. Then we were suddenly confronted with a huge manufacturing capacity and a disorganized selling and advertising machine. Supply became greater than demand. Business has been checked, not by the lack of potential market, but by the right means to develop it.

Advertising is the solution of this present national problem. The means of reaching the consumers are at hand. At no time have the manufacturing facilities of the country been as great as they are today. At no time has the earning power of the American people been so high. Purchasing power exists. The consumption of all legitimate commodities can be even further increased in the markets where they are now selling, and sales can be secured where before no markets were afforded.

Never in the commercial history of the nation has there been more of an incentive for advertising than now. New markets and new opportunities never before dreamed of have opened before our eyes waiting for the spotlight of publicity to develop their potentialities.

The keen-minded manufacturer and the merchant with foresight have not been slow in the realization that now more than ever before does proper advertising offer the greatest assurance of profitable results and that never was there better opportunity for its employment by progressive concerns.

There is need in the homes of this country for all the useful goods that manufacturers and merchants have to sell. It only remains for those who manufacture and those who sell to take advantage of the greatest sales weapon known to business today—advertising. Better than "pre-war" conditions should be reestablished as quickly as possible. The needs of the people are as great as they ever were, but these needs must be translated into immediate wants. Production must be increased if we hope to reduce production costs. There must be larger consumption before there can be increased production and lower prices.

As Uncle Sam has said, "The Public Has the Money, Go Get It—Advertise!"

Again Opportunity is knocking at every door in America. Today is beginning another epoch in American industry. America has come out of the war as the overtowering commercial and industrial giant. With an eagerness never known before her men are turning back to factory, office and salesroom.

The tide of opportunity is in its flood. All around you today, farsighted and foresighted men of business are making sure of their share of the harvest. Never were the people—the buying public—more ready and able to buy than they are at this time.

There is no scarcity of money. The purchasing power in America today is greater than in all history. The field for new and greater business development is here.

Advertising is the certain, quick and most economical method of developing a business known to industry. Put this great power back of any sound legitimate business and watch that business grow. We are in an era of unprecedented prosperity. It only remains for us to see the light and get busy.

As advertising played its part in the war as a means by which it was possible to guide and coordinate the "Win the War" spirit in a manner which would insure its effective exercise, so let advertising play its part during this period of transition.

If you have something to sell and you want to sell it to the greatest number of people in the shortest time possible and at the lowest sales cost—advertise.

Theorists and unbelievers and those of the "old school of merchandising"—I mean particularly those who go along year in and year out satisfied that they are entrenched firmly and securely and those who have settled down to live on the fat of past performances—to these men let me sound this warning. If you don't wake up and accept facts as they present themselves, if you don't pry yourself loose from that chair of skepticism and lethargy your competitor will get you.

There was a time not far in the past when the function of advertising was to exploit some "cure all" or scheme. Times have changed. Men have changed. Methods have changed. This is an age of progress, and advertising has kept step.

Look around you; on every side you have concrete, visible examples of what advertising has done, not theoretically but actually. Can you disregard these proofs? Can you disregard the voluminous and conclusive evidence presented to you?

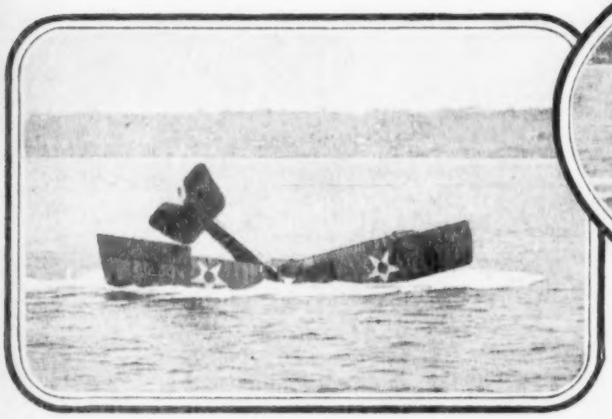
Don't wait for things to come your way without doing anything to help them along. Advertise—increase your advertising. If you have a story worth telling—and what manufacturer or merchant has not?—tell it now, but tell it to hundreds of thousands rather than to those few who can be reached by word of mouth. Multiply the value of your sales talk a thousandfold or more. Reach out for those great markets which are ready and willing, yes, eager to buy the things you have to sell but do not know that you have them.

The power of an idea multiplied in millions of minds moves governments—or goods, as the case may be and advertising is the force which develops the power, which makes the multiplication possible on a large scale.

To insure your own prosperity and that of the nation—advertise.

A Heroic Seaplane Rescue

By GEORGE H. WHITE



The plane as it hit the water.

The observer reaches safety but with arm broken dives to rescue the pilot.

THESE photographs may involve a congressional medal or two.

Nine United States Congressmen, seven of them of the House Naval Affairs Committee, witnessed a thrilling fall and rescue from the deck of a pleasure steamer not more than 250 feet away during their recent inspection of naval institutions and sites at San Diego, California.

Caught in the "backwash" of a giant Liberty motored seaplane, the light N-type machine, carrying pilot and observer, was whipped over and fell into the bay so near the steamer that many feared it would strike the deck. The photographer snapped his camera just as the plane hit the water. Then, in what seemed only seconds even to the breathless spectators, a man struggled up from the body of the seaplane and a speed boat appeared as if by magic from the naval air station on North Island, traveling at an unbelievable rate. On its bow a man, stripped of his coat, waited, crouched to dive into the waters.

But the man rising from the wreck, the observer, an arm broken in two places and his face streaming blood, saw that his pal, the pilot, had not come up and he dived back under the water in the same instant to try to free him. The party on the steamer marveled at his courage, although they did not know at the time how badly he was injured. He is Ensign S. L. Kerr.

He had not the strength, however, to free the pilot, and as he came up a second time the speed boat was on the spot and the crouched man dived from its bow into the wreck. He freed the pilot's belt, but found a stay wire held him fast. He came up, called for pliers from the speed boat and the wire was quickly cut. This heroic work was done by Boatswain R. H. Kerr, no relation to Ensign Kerr, although of the same name. He was assisted in lifting the pilot from the wreckage onto the speed boat by a hospital apprentice and prompt use of a pulmotor revived the half-drowned man, Ensign Frank Chase.

As oddly as the two rescuers bear the name Kerr, the seaplane seen in the photograph above the speed boat was being piloted by a brother of the pilot nearly drowned. He is Ensign Wheeler Chase. Seeing the wreck, he quickly descended to the surface of the bay alongside, but found the rescue work well done.

The splendid spirit of the rescue and the promptness of the arrival of the rescue speed boat affected the members of the House Naval Affairs Committee deeply with pride in the service.

As to the promptness of the rescue boat, it may be added that all flying is closely watched from the naval air station lookout tower and a fleet of speedy rescue boats is ready instantly at a signal.

Harrison *in the* White House

The Struggle for Patronage and the Split with Blaine

By COLONEL E. W. HALFORD

EDITOR'S NOTE: *This is the third of the interesting series of articles now being contributed to* LESLIE'S *by Colonel E. W. Halford, Secretary at the White House during President Harrison's Administration. His revelations of some of the unwritten pages of political history during that Administration are of unusual interest, and will be followed by others of equal value and importance.*

THE Republican party practically controlled the National administration from 1861 to 1885, when the first Democratic President since the ante-Civil War period assumed office. The Andrew Johnson "break" was merely an eddy in the stream. The Republican Congress so hedged Mr. Johnson about with curtailments of authority that the party did not lose the sense of proprietorship in the government. The Republicans remained in the saddle, in their own estimation, and upon Grant's election, in 1869, the repeal of the Tenure of Office and other restrictive legislation cleared out the channel for the unobstructed flow of patronage.

Colonel Ingersoll characterized the Democratic Party as "an organized appetite." Mr. Cleveland probably made the best effort he could to regulate the bread line. Civil Service reform had little hold upon the public thought and but slender support in Congress. That the larger share of the "reformers" had supported Mr. Cleveland as against Mr. Blaine did not add to the popularity of the measure with Republicans. It made it more difficult to restrain and repress the demands for place, not only from the old guard but also from rather a plentiful new crop of people who thought they would like a taste of official manna. Mr. Cleveland's order, issued late in his term, "covering in" to the Civil Service a considerable number of offices gave increased zest to appetite and discounted the "reform" as a bit of political hypocrisy.

President Harrison was a strong party man, but he had never been recognized as a thick-and-thin supporter of the party organization. He was rated as somewhat more "liberal" in view, and independent in speech and action, than Oliver P. Morton, for instance, the famous Indiana Republican leader during the Civil War period, and subsequently until his death in 1877. As a measurably unknown quantity in political office, having served only one term as United States Senator—his only other office being the professional one of State Supreme Court reporter—General Harrison was "on trial" with old party leaders. His refusal either to secure a nomination or to aid in his election through any "trades" or by authorizing any promises, made him a good deal of an interrogation mark to many, while others estimated him as a possibly "colorless" man, who could be controlled or at least put in leash.

All this as a background, with the implications involved, is necessary to understand what followed. The pressure for place was tremendous. I recall the early days of the McKinley administration in 1897, following as it did the second Democratic interregnum, and when the demand for place was also heavy. John Addison Porter was Mr. McKinley's secretary. When I called upon him he seemed utterly swamped with the crowds. He asked me to give him some help; and for a week or so I acted as a volunteer assistant in sorting out the throngs, talking with them, and steering them to where they should go, and advising what they should do. But my principal task was to give Mr. Porter consolation and support, and to assure him that "these also would pass" in time. When I was forced to return to duty, and bade him good-bye, he said, "I'm sorry you have to go, Halford; it is good to have someone around who has lived through this thing." In a year's time the secretary was dead.

I was not very robust when I took over the secretary's office in the White House. As I passed up the stairs I heard the chief doorkeeper say to an assistant, "He'll not last three months." Captain Densmore was a large, fine-looking man, and I doubtless seemed quite insignificant; but before the term was out I attended the Captain's funeral. By contrast, the pressure seemed to me to be more severe in 1889 than in 1897. There had been eight additional years during which Civil Service reform was making some headway, while Mr. McKinley, with gracious personality, and with his long congressional experience and knowledge of Senators and Representatives, was able to keep himself on better terms with them than seemed possible either for General Harrison or for Mr. Cleveland.

Senator Thomas L. Platt, whose demands for patronage for "the organization" embarrassed President Harrison.

When the tumult and the shouting attending the inauguration had measurably died away, the question of patronage showed up in force. In the very early days Senator Quay laid before the President a paper, with the remark that it contained the names of the Pennsylvania men whom he and Senator Cameron desired to have appointed. The President asked to have some information concerning each of the men indicated; but the Senator said that was not necessary, because they were guaranteed by the two Senators. General Harrison replied that he thought the appointing power was entitled to know about the character and fitness of those whose names were sent to the Senate, and before the names were submitted. Mr. Quay assured him that he need have no anxiety about having the gentlemen confirmed: he would see to that himself. The President replied that beyond the Senate lay the great public to which he was responsible, and no matter whom any Senator might recommend, or the Senate confirm, if an appointee should prove to be unfit for any reason, the President would be held responsible, and not the Senators or the Senate.

Without further elaboration, this was the attitude of Mr. Quay and Mr. Cameron, and it was upon such a program as this that the divergence between Mr. Quay and the President came about. General Harrison recognized the great service of Mr. Quay as Chairman of the National Committee, and as well appreciated his Senatorial responsibility and prerogative—he had been a Senator himself. He said to Mr. Quay that every proper courtesy and consideration would be shown him upon both counts; but it was impossible for him, as President, to either abdicate or to put into commission any function of the office he had taken an oath to administer under the Constitution. The President felt the difference with Mr. Quay keenly, and so far as I know their personal regard for each other was not seriously affected. Mr. Quay came not infrequently to the White House, but transacted much of his business with or through me. We were on the best of terms throughout the whole administration. Mr. Cameron, I think, only visited the White House once while Harrison was President. A dislike on Mr. Cameron's part may have gone back to the days of the Chicago Convention of 1880, when General Logan and Mr. Cameron unsuccessfully appealed to Harrison to accept the Vice-Presidential candidacy on a ticket with General Grant.

Senator Farwell, of Illinois, went further than did the Pennsylvania Senators. He presented a fantastic scheme whereby the total of the offices to be filled should be divided between the States and the Congressional districts, and then allocated between them equitably, and referred to the Republican members of the several delegations for nominations, the names to be sent to the Senate when the Republican Senators and Represenatives had severally indorsed and recommended them. It goes without saying how such "a crazy quilt" would be received by any President, particularly by one of General Harrison's temperament and appreciation of the office. In my hotel Mr. Farwell made a most intemperate attack upon the President to me, because Harrison did not accept his plan, to which I was forced to reply. I had known and crossed swords with Mr. Farwell in *Inter-Ocean* days, when he was a member of the State Central Committee, together with Anton C. Hesing, editor of the *Staats-Zeitung*, so long the German Republican "boss" of Illinois. Senator Farwell was defeated for re-election to the Senate after his break with Harrison.

The trouble with Senator Platt, of New York, was also over patronage, and the relation of "the organization" to its distribution, of which organization he assumed to be and was the mouthpiece. The Senator chose to do most of his business at the White House through the secretary's office, though he kept on personal terms with the President. Harrison tried to meet his wishes as far as he felt it possible to do. Finally, I had to say to the President that if Mr. Platt wanted one hundred places and should be given ninety-nine of them he would still be implacably unfriendly. The President repeated this remark to the present editor of LESLIE'S, while the latter was lunching at the White House.

Platt represented the "organization" idea, that knew nothing but complete compliance or the knife, and the knife to the hilt. A New York Congressman told me once how finely the organization plan worked. If a vacancy occurred the organization was notified, which at once responded with a name, and that was sent to the President or to the proper department without question, and the Congressman left free for other things. Finally, this particular Congressman was entirely "left," the organization concluding that another man would suit them better at Washington. The story is told of a bachelor Congressman who was recommended by friends to marry. He unhesitatingly agreed, and at once asked the organization to submit a name.

Coming home from the Bering Sea Commission a well-known New York leader attacked General Harrison to me bitterly because he did not submit himself to "the organization" in the matter of offices. After listening to him, I said the trouble with certain New York and other "leaders" was, that they were under the impression that "the organization" had been elected President, and all that Harrison had to do was to be a rubber-stamp. The President somewhow believed that Benjamin Harrison had

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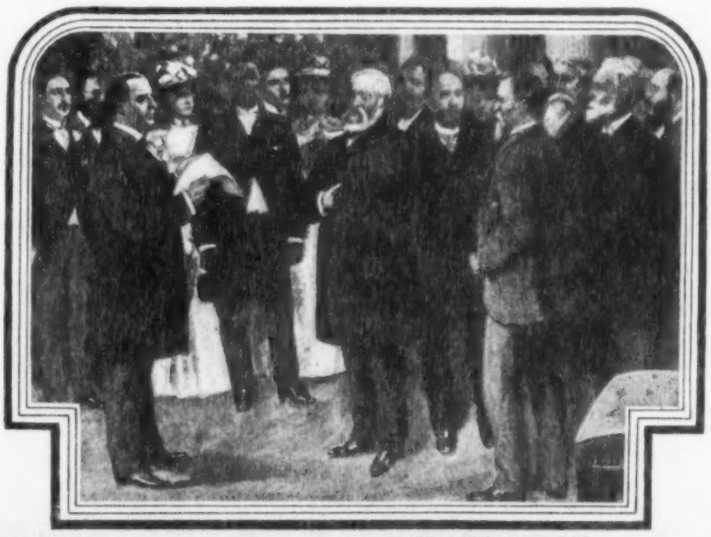


REPRODUCED FROM LESLIE'S OF JUNE 25, 1892

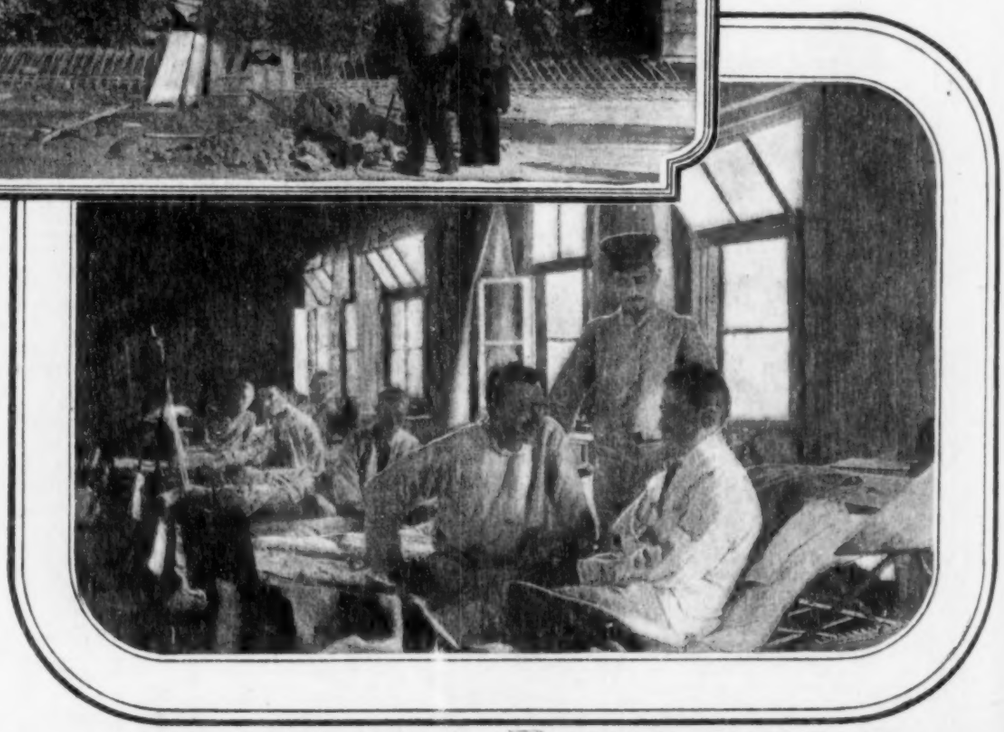
The formal notification of President Harrison's renomination for the presidency.

Bombing Days *and* Prison Days *in* Germany

PHOTOS © KIRKLEY

The quarters of American prisoners captured by the Germans. They have all been repatriated now, but they will long remember the weary months of imprisonment in the hands of their enemies. Thousands of Allied soldiers listed among the missing were located in prison camps after the armistice. Then medical units were sent into each army corps district to search every camp, prison, mine, asylum and hospital to gather in all that might be found, both sick and well.

A Yankee bomb struck this German home. America's bombing squadrons were not numerous but they made up for their lack of quantity by their quality. They operated invariably in broad daylight when their targets were plainly visible and made every bomb tell. But their losses in combat with outnumbering enemy planes were appalling. Scorning the cover of darkness, they winged their way scores of miles into the enemy lines every clear day. They passed in full view of the German airdromes, and after the bombs were sent whistling into the German camps and railheads they invariably had to fight their way home through a barrage of vengeful Fokkers. On one occasion our bombers fought an entire German division on the battlefields east of the Meuse. Three hundred Allied planes under American command that day stopped a prospective German counterattack.



A barracks dormitory in which convalescent American prisoners lived for many months during their enforced stay in Germany. The prisoners of the last year of the war were not, as a rule, subjected to the general suffering and indignities heaped upon those taken in 1914-17 by the Germans.

Striving *for* Victory *in* Russia

Photograph by DONALD C. THOMPSON

Russian priests exhorting the people to support the new Russian army. The troops of Russian Democracy have driven the Bolshevik faction from the town, and every effort is being made to arouse public opinion against the Red army. The Russian tangle still remains the world's greatest problem. Premier Lloyd George in a recent speech before the House of Commons announced that no definite policy had been formed on Russia by the Peace Conference, except to hold aloof from active participation. The matter of recognizing the Bolshevist Government had never been discussed at the Conference, he said. On the other hand, he added, the conquest by arms or the occupation of Russia was an absurdity and unthinkable, and would mean the bankruptcy of the British Empire if attempted. "I do not despair of a solution in time," said Lloyd George. "Reliable information which we have received indicates that whilst the Bolsheviki are apparently growing in strength Bolshevism itself is rapidly on the wane. When Bolshevism, as we know it, and as Russia to her sorrow has known it, disappears, then the time will come for another effort at reestablishing peace in Russia. We must have patience and we must have faith."

Put Your "*Creator*"

IN LESS THAN ONE MINUTE, you can easily and quickly demonstrate to yourself that you are only half as dynamic, vital, well, strong, energetic, and vigorous, and that you are but half as authoritative, forceful, dominant, self-reliant, daring, and courageous, and that you are merely half as progressive, masterful, aroused, powerful, and creative as you may easily become through putting your "creator" to work for you—to create for you.

Only the "Supreme" Know the Pleasures of Supremacy

Everywhere intelligent and smart men and women, in every walk of life, are secretly and privately advancing themselves in life happiness, joy, power, health, and personality, through consciously employing the principles of evolution, by compelling their "creators" to work for them, strive for them, plan for them, evolutionize for them, and create for them, and to give them better and more vital and energetic bodies, and more intense and conscious personalities.

Only the "Masterful" Know the Joys and Pleasures of Life

Whether you are a doctor, farmer, lawyer, laborer banker or soldier, business man or sailor, philosopher or scientist, greater success is waiting for you, through compelling your internal "creator" to build, construct and create for you.

Daily Results

"Problems that formerly worried me are now as easy as to seem almost unreal, since I gained power of personality through Conscious Evolution."

"I would not take fifty thousand dollars for the power which in six weeks Conscious Evolution has given me."

"I owe my rise from the position of a country insurance agent to virtual head of one of the largest insurance companies of the world entirely to the power of personality Conscious Evolution has given me."

"My weak will and personality for years made it possible for my business partners to rob me of my proper share of the profits. Conscious Evolution gave me courage, self-reliance and power of personality, and I made my partners pay me $150,000.00 out of which they had bulldozed me during my feeble and powerless days."

"I became aware of the beneficial power of Conscious Evolution at the end of the first ten seconds."

"What more can I say except to express my appreciation of your method and sincere thanks for your interest and cooperation. What more can one want for so little? What more does one get in this world?"

"Conscious Evolution has taken away that tired, lazy feeling and replaced it with a feeling of energy—a feeling to do something and to take an interest in doing it. Truly, Conscious Evolution is a wonderful discovery. My experience with it enables me to say that it is all that is claimed for it and more."

"Conscious Evolution made me feel twenty-five years younger. I can run up and down stairs, and walk six or seven miles at any time. I rest and digest as I did in my youth. I have no worry, and I feel happy. My arms and legs are getting strong, and I thank your System for it all. I have got along so well, I constantly think of going into the shipyard, to see what I can do. I want to stir around at something even though I am eighty-three years of age. Conscious Evolution is bringing me back to life. Conscious Evolution is bringing me back to youth. And I thank you, Mr. Swoboda."

"I am happy to say that I received your instructions, and that in spite of traveling a good deal my health is remarkable at ninety years of age."

"I am certain I am gaining in every way, for I feel as full of 'fight' and energy as a wild cat."

"My doctor has been quite interested in my results. Today I went to his office for a personal examination. It is my practice to have my physician examine me once a year. The doctor said he would not have thought me susceptible of so much development and improvement and reiterated, 'It is wonderful. Does not seem possible,' etc. He was highly impressed and you could not expect him to be more favorably so."

Only the "Vital" know the Pleasures and Joys of Real Success

Mentally and physically, you are the result of blind evolution. You can amazingly advance yourself beyond your blind evolution through compelling your internal "creator" to create for you a better mind and personality, better brain, a better nervous system, a better digestive system, a better heart, better arteries, better lungs, better liver, better blood, better protoplasm, better every cell, tissue, gland, organ, and every part of your body, as well as a higher and more wide-awake and more able mind.

Only the "Mighty" Know the Pleasures of the Mighty

Your "creator" is ready to furnish you with higher power of mind and body, if you only make the demand in the way your internal "creator" understands and recognizes. Conscious Evolution uses the means and avenue through which the internal "creator" is reached positively, successfully, easily, and conveniently, and without loss of time, compelling the internal "creator" to create for you just what you really desire, and really need, and really want. Your "creator" gives you the mind, the ideas, and the power to obtain what you want, if you activate your "creator" through the proper medium.

Only the "Evolutionarily Perfect" Know the Joys of the Conqueror

Why deny yourself the super-joys, the super-pleasures and the super-happiness? Why deny yourself the best there is in existence? Why deny yourself these advantages when they are so easily available, and when it is so absolutely certain that you can attain them? Why, in other words, live the inferior life in preference to the superior—the genuinely successful life? Why cheat yourself of the advantages of life? Why deny yourself this super-energy, this super-power, and this super-activity of personality and mind, which is made easily and absolutely possible through progessive evolution—self-evolution—scientific evolution—personal evolution.

How to Gain What You Want

The way for you to gain what you want is by increasing your power of mind and body evolutionarily, so as to compel conditions to yield to your superior and irresistible energies. Conscious Evolution is the easy and sure means of making yourself supreme.

Conscious

Conscious Evolution must not be confused with Darwinian evolution, nor should Conscious Evolution be confused with Hindoo philosophies, auto-suggestion, self-hypnosis, gymnastics, or mere physiology, anatomy, histology, theosophy, morphology, medicine, pathology, exercise, New Thought, Christian Science, calisthenics, embryology or psychology.

Conscious Evolution is not an occult science, nor a metaphysical science, nor a divine science, nor a spiritual science, nor a material science, nor is Conscious Evolution a symbolic science, nor a hoping, wishing, longing and dreaming philosophy.

Swoboda 26 Years Ago

From a sickly youth Swoboda made of himself a magnificent physical specimen of the human race. This was just the beginning—his greater evolution was yet to come.

To Work For You

Why Be Satisfied With Inferior Life?

Why be satisfied or contented with inferior vitality, inferior health, inferior energy, inferior digestion, inferior heart power, inferior lung power, inferior nervous system, inferior brain power, inferior memorizing power, inferior reasoning power, inferior sensing power, inferior scheming power, inferior business power, inferior conscious power and inferior personal power? Why not attain the vital power of supremacy?

Evolution

Conscious Evolution must not be confused with any of the conceptually symbolic systems of the secondary and tertiary type, and Conscious Evolution cannot be comprehended in any of the present day concepts in science and philosophy, including the science of biology.

Conscious Evolution must not be confused with any present day philosophies or sciences of a material or mental character.

Conscious Evolution cannot be understood by physicians, psychologists, physical culturists, philosophers, chemists, cosmologists or biologists of the present day.

Conscious Evolution is a new and original science, an exact science, a demonstrable science—a science of the evolution of and through Conscious Energy—a science of the Ultimate.

Conscious Evolution is the beginning of a new evolutionary era for the human race.

More Daily Results

"A year ago I was down and out financially and physically. I was a wreck. Conscious Evolution gave me power of mind and health. I am to-day better than ever and I am more prosperous than ever. Naturally I am a believer in the Swoboda idea."

"Your system makes me feel like a different person. Every one whom I have ever met who has tried it out, has the same thing to say about it. Was talking to a man to-day whose wife is a Swoboda enthusiast."

"Your system is direct, simple, scientific, effective, and makes one feel so invigorated. As an athlete and a physician, I endorse Conscious Evolution unreservedly. It is, and more, what is claimed for it."

"Conscious Evolution has given me surprising results. I expected good results but I am surprised."

"Conscious Evolution sent a message of energy, health and power through me in twenty seconds, which has been increased from day to day."

"I feel very much better. You did me more good in three weeks than four doctors did in sixteen months."

"Your course has been of great benefit to me. I am able to do a great deal more work with less fatigue. My pleasures are also increased; all work seems a pleasure now."

"When your first letter of instructions reached me I was tired and blue. I read it and saw the 'light.' My blues disappeared. I used my energies for about ten seconds, and my tiredness left me. Conscious Evolution is increasing my every power of mind and body as I wish and as you promise."

"I indeed realize what physiological gladness means. My sensation of physical enjoyment is wonderful. It seems too good to be true. It is something as I felt when I took my first trip to the Bermudas, where nature has combined the blending of dainty coloring so exquisite that nothing short of fairy land can describe it. This is how Conscious Evolution causes me to feel."

I can honestly say that the benefits I have received from Conscious Evolution cannot be measured by any payment of money, and I can say unhesitatingly that your system far exceeded my fondest hopes."

"I could see the tremendous reality and possibilities of Conscious Evolution in less than half a minute's direction of my energies into creative channels."

"Conscious Evolution has changed me from an invalid into a tireless human machine."

"I would not consider trading the benefits I have received from Conscious Evolution for gold."

"As a student of physiology and histology, I at once recognized the feasibility of Conscious Evolution."

"Ten seconds from the time I started Conscious Evolution, I felt myself more alive and energetic."

"I have used Conscious Evolution for a few weeks, and I find myself marvelously improved in both body and mind. Conscious Evolution is wonderful, and the world will be brighter when men and women everywhere grasp it."

These Rare and Amazing Books Are For You

Swoboda has published for distribution two remarkable books which explain his system of Conscious Evolution and what it has already done. Write for these books—not because Conscious Evolution has meant so much to 262,000 other men and women, not because there is scarcely a prominent family in the country that hasn't at least one member a pupil of Swoboda, but because they contain valuable ideas for you. Conscious Evolution is being personally used by many of the most prominent physicians, and such men as Woodrow Wilson, Charles E. Hughes, the Rockefellers, the Vanderbilts, the Goulds, the Huntingtons, the Cudahys, the Armours, the Swifts, and McAdoos for advancing themselves in energy, health, vitality and power of personality.

Write for these books because they mean so much to YOU in multiplied living power, earning power and personal power. They are filled from cover to cover with the vital facts about yourself and how you can acquire the degree of power in body and mind that you so consciously or unconsciously desire. They explain the dangers of excessive deep breathing, excessive exercise, and excessive muscular development also the fallacy of conscious control of physiological processes.

CONSCIOUS EVOLUTION and THE SCIENCE OF LIFE show how to double or even treble your power of mind and body; not by tedious, prolonged study, but by a process of energization which raises the very level of your life and mental power.

CONSCIOUS EVOLUTION and THE SCIENCE OF LIFE supply the key to dominant personal power, dominant business power, dominant success power, dominant mental power and dominant will power. They show how to change your aimless and fruitless life and attitudes into ambition, inspiration, enthusiasm and the higher success.

These books show how to amazingly increase your power of will and personality, as well as your power of body for every action and for every purpose and process.

Conscious Evolution is a new science, and no one can afford not to know at least the simple facts about it. These facts show how Conscious Evolution overcomes weak will, poor health, and feebleness of mind and body.

They show how to overcome the inferior, pleasureless, feeble and unsatisfactory life, by giving the means to the successful, superior and abundant life.

Conscious Evolution also shows how to arrest the aging of the body, and how to remain young, energetic, vigorous and active all the days of life.

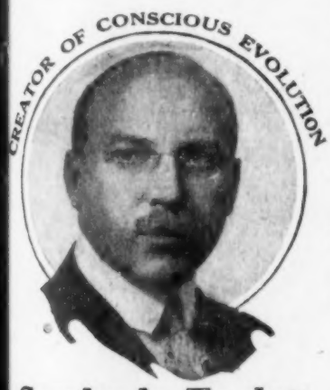
These books are absolutely free and there is no obligtion now or after. These books are yours to keep, that you may attain a higher understanding of yourself and of evolution and the means to a higher existence.

Even if you gain but one idea or the realization of but one principle of life through CONSCIOUS EVOLUTION and THE SCIENCE OF LIFE, these books will be of eternal advantage to you.

Just write your name and address on the corner of this page, tear it out and mail it to Swoboda, or draw a ring around your name on your letterhead, or merely send postal, giving your name and address. Do it today. This your opportunity! Now is your turn! This is your day! This is your hour! Write NOW.

ALOIS P. SWOBODA, 2292 Berkeley Bldg., New York City

Conscious Evolution is as Effective for Women as for Men



Swoboda To-day

A Remarkable Personality

Swoboda, himself, is perhaps the most perfect example of what Conscious Evolution can accomplish. As Swoboda gains in years, he grows younger in enthusiasm, younger in vitality, younger in health; he is becoming stronger, more energetic, more confident, more dominant and more alive by capitalizing his creative powers through Conscious Evolution. What Swoboda is accomplishing for himself, you too can accomplish—every individual can accomplish, for every individual is governed by the same laws and principles, and every individual has it within himself to make use of these laws and principles. Swoboda's mind and body are so alert and so active that in his presence one feels completely overpowered. His personality dominates everything with which it comes in contact; yet Swoboda is real!—there is absolutely nothing mysterious about him. He knows not what fatigue is—he is a tireless worker. He delights in making sick people well and weak people strong. He loves his work because he feels he is of benefit to humanity—making a better, more vital, more potent race of men and women. Swoboda is not only a mental superman, but a high powered physical dynamo, an unheard of combination.

ALOIS P. SWOBODA, 2292 Berkeley Bldg., New York City

Please send me your free copyrighted books, "Conscious Evolution" and "The Science of Life."

Name.....

Address.....

City.....

State.....

Loyal to Serbia

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SERGEANT RUTH FARNAM, in private life Mrs. Charles H. Farnam, went to Belgrade in 1912, after the death of her husband, and before she realized it, her sympathy for the Serbs, then at war with Turkey, drew her into active service. In 1913 she was decorated by the king for her services in the war with Bulgaria, and when Austria attacked the weakened, tired Serbians in 1914 Mrs. Farnam's heroic aid saved many soldiers from the typhus epidemic which swept the country. For this she was decorated a second time and soon after was made a sergeant of the First Cavalry Regiment of the Royal Serbian Army. She took part in the battle of Brod and, for valor on the field of battle, was decorated a third time and asked to take a message from the people of Serbia to her countrymen in America. She delivered the message all over the United States, telling her story with natural eloquence and enthusiasm. In March she started for Serbia again, this time in the uniform of the Young Women's Christian Association, and is now investigating conditions among Serbian women and their needs for reconstruction.

Oil for Wounds

WHEN Private Curtis Boyle went overseas to help beat the boche late in 1918, he expected no return except a deal of excitement and adventure and a lot of satisfaction over having done his bit. He got all this in due measure, and while he was gone a bit of grazing land he had bought several years previous became a rich oil field. He figures he is worth a quarter of a million dollars now, and, although he can show 28 wounds, his health isn't so bad, and his spirits are fine. Boyle's home is Amarillo, Texas. He is convalescing at Camp Funston Kansas, now.

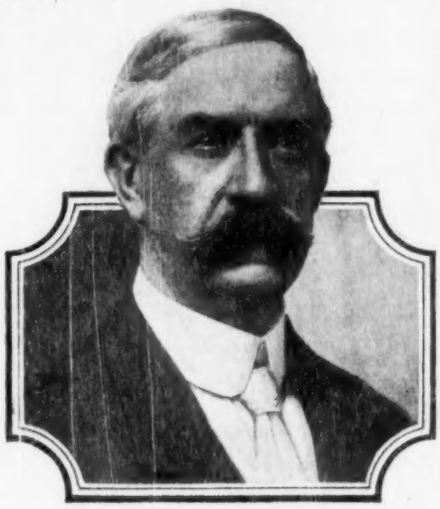
Back from Siberia

THE past five years which have wrought revolutionary change in millions of families and turned houses topsy-turvy, lifted Mrs. Donald C. Thompson out of a quiet little home in Kansas and made her into a globe trotter who found plenty of time to do Red Cross work while following her husband, LESLIE'S war photographer, as he went from battle front to battle front. Mrs. Thompson is just back from six months' in Red Cross work in Siberia.

Flaherty of the K. of C.

By JOHN B. KENNEDY

JAMES A. FLAHERTY of Philadelphia, the supreme knight of the Knights of Columbus, recently completed a tour of the United States—his annual visitation of the K-C State jurisdictions. He was in the Far West during the outburst of labor trouble there; he has traveled hundreds of miles with men returning from the other side—so that he has come into close contact with the viewpoint of the man who stayed at home to build ships and make munitions, and with the man who went over there to fight the battles. As a result of his observations Mr. Flaherty has this to say: "There is no use blinking the fact that this war has brought about a new era, and I think this era can be called the new economic era, for the principal consequences of the war



will be economic. Whatever dynastic, political or geographical changes are wrought by the war will not, in the long run, be anywhere near as important as the economic change. This economic change comprises, of course, a different attitude on the worker's part toward his employment. There are elements of danger in that attitude if rights are insisted upon to the prejudice of duties; but if the happy medium is maintained, if the worker, in demanding more, is willing and ready to give more—then this changed attitude will benefit everybody and the nation will thrive the better for it. Over on the other side it seems as if the happy medium had gone astray. It is not difficult to understand why this is the case. They are going from one

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To Aid Bohemia

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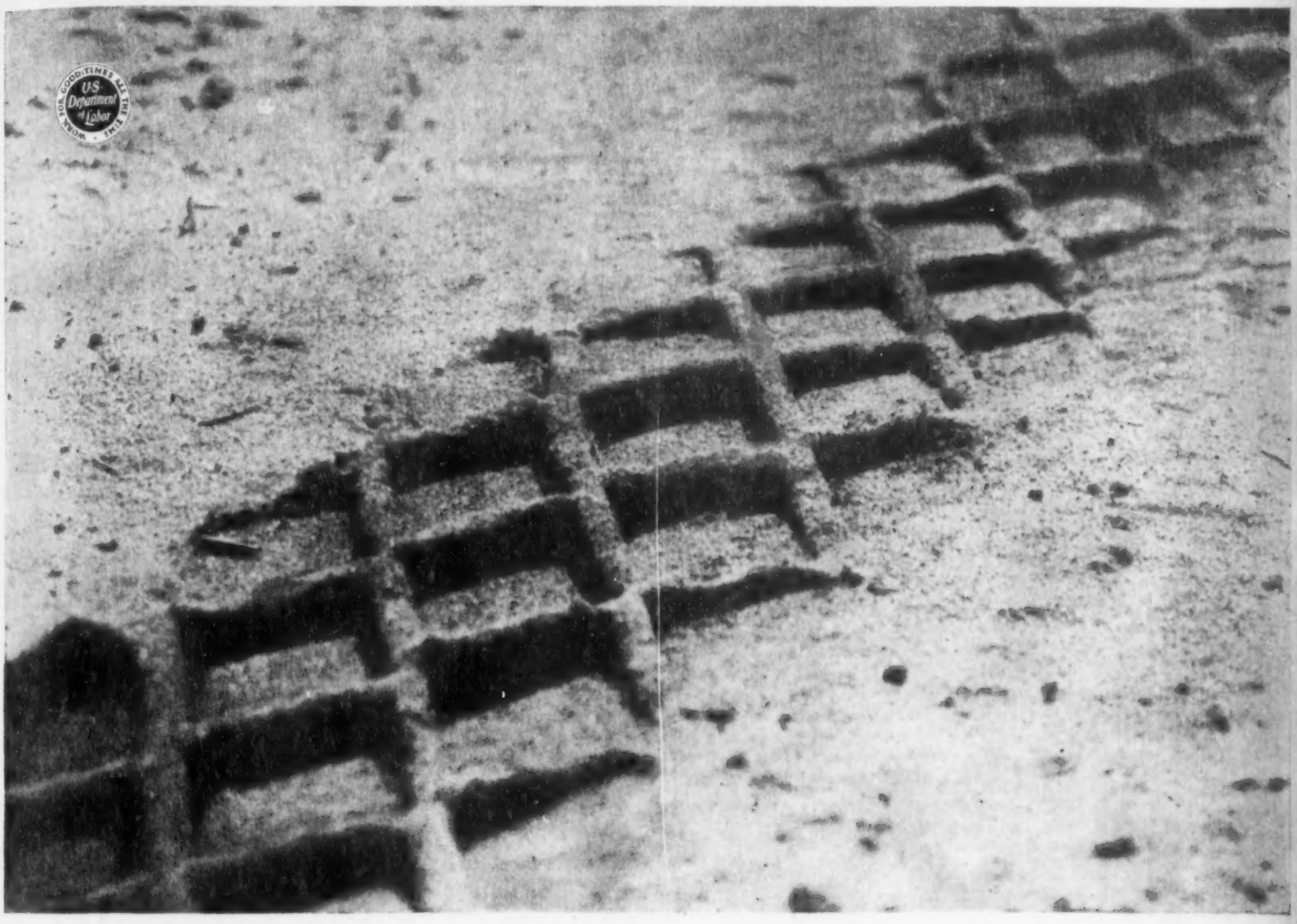
MISS RUTH CRAWFORD, Associate Executive Secretary of the Division of Foreign Born Women of the Young Women's Christian Association, enjoys a title like the plenipotentiary from the King of Siam, but she has a job of organizing that keeps her moving. Just now Miss Crawford is on her way to Prague, at the invitation of President Masaryk of Czechoslovakia for a six months' survey of social conditions in Bohemia. Opportunity did not choose at random when it stopped at her door. She has traveled around the world, worked on the Missouri State Minimum Wage Commission, and has been one of the most prominent factors in upbuilding the twenty-two international Institutes of the Y. W. C. A. Miss Emily Klein, who is of Bohemian descent, will accompany Miss Crawford to Prague and act as interpreter.

Blanquet—Revolutionist

GENERAL AURELIO BLANQUET left New York in January for a port in the West Indies, and turned up in April at the headquarters in Mexico of Felix Diaz, the head of the new revolutionary movement. Blanquet was formerly the trusted friend of Porfirio Diaz and organizer of the old Federal Guard of Mexico City. As a sergeant he commanded the squad that was charged with the execution of the Emperor Maximilian. In the cabinet of Victoriano Huerta he was Minister of War. A few days later it was reported that his troops had been defeated and that he had been killed in a fight with Carranzistas, but his friends in New York stoutly denied the story. On their arrival in the West Indies, General Blanquet and his staff proceeded to an obscure port and chartered a small sailing vessel and set out for a point on the Vera Cruz coast, where they were met by a guard sent by Diaz and escorted to Texpalaxco, the headquarters of the Diaz forces.



The Signature of the All-Weather Tread

ON the highways of the great round world the sharp blocks of the Goodyear All-Weather Tread have written in a universal language:

More people ride on Goodyear Tires than on any other kind.

You will find their familiar pattern in the lonely forest trail as on Fifth Avenue, in Singapore and Pekin as in Buenos Aires or Madrid, in the sands of the Sahara as on the streets of your home town.

Wherever men travel in motor cars, there will you find that tread-mark following, writing always as it goes, Goodyear, Goodyear, Goodyear.

There is more in the frank signature of the All-Weather Tread than evidence of the popularity of our product.

There is more in it, even, than the implication its bold characters publish of our responsibility for that product's performance.

In its infinite multiplication over the face of the earth, it appears as an index of the public's confidence in Goodyear Tires.

By the public it may well be taken as a pledge in the name of good business that such confidence shall be merited in each tire we build.

It has been our conviction always, that in the tire business as elsewhere, patronage would go where it is best-treated.

It has been our conviction, also, that the more the user took out of Goodyear Tires in miles, the more we would take out of Goodyear Tires in sales.

We have clung steadfastly to this principle in every department of our business, and have consistently prospered in return.

It is unthinkable now that we should imperil our position by abandoning the policy that has made us.

GOODYEAR
AKRON

An Incident in the Senator's Great Patriotic Speech

"NEVER let us forget, my friends, that the reason we were able to force Victory a year ahead of the Allies' schedule, was because our men were fit, *and were kept fit* by regular inspection (*Loud applause, prolonged cheering.*)

"The idea of regular inspection in order to keep fit contains a lesson we can each apply in our daily lives. A homely illustration just occurs to me—if you will pardon a moment's digression!

"Sometimes I have to make several speeches a day, going from town to town in my car.

"Two years ago I had a speaking trip completely spoiled for me by a trouble-making battery in this auto of mine. It was a specimen of a common trouble-making variety that kept a man busy wondering what it would do next.

"Perhaps some of the fault was mine. Like most of you who ride in cars, I never had the slightest taste for battery mechanics. I understand Champ Clark likes to putter around his, but most of my friends among the Senators don't know the first thing about 'em.

"So it was a happy day for me when I learned I could get a battery built for folks who haven't the time nor inclination to study battery anatomy.

"Since then I have been riding in comfort with a husky, dependable, long-lived Prest-O-Lite spinning the engine and feeding the headlights. For the regular inspection which soldiers and batteries alike require to keep them 100 per cent efficient I fall back on the Service Station man. This is one way in which I have tried to apply the lesson to myself.

"And so never let us forget, my friends, the League

It is not a matter of chance that Prest-O-Lite is the fastest growing battery business in the United States. A large addition to the big Indianapolis plant now under construction is additional proof that Prest-O-Lite's wide-spread and deserved reputation rests on a solid foundation of positive merit.

The Prest-O-Lite Company, Inc.,
30 East 42nd Street, New York

In Canada: Prest-O-Lite Co. of Canada, Limited, Toronto.

503

The Oldest Service to Automobile Owners in America

Look for the name Prest-O-Lite on Service Station signs everywhere

Watching *the* Nation's Business

By BASSETT BLACKLEY

LESLIE'S WEEKLY Bureau, Washington, D. C.

Zeal and Discretion

THE Railroad Administration has received many letters and telegrams complaining of the high-handed methods pursued by the prohibition commissioners in Virginia. They have been charged with entering Pullman coaches at night and ransacking the satchels of all occupants, including women. The crowning act reported was that of opening a casket, supposed to contain a shipment of the forbidden liquid. When the mistake was discovered the remains were carelessly restored to the coffin, the lid nailed down and the whole sent on—to a wrong destination! Even staunch advocates of prohibition have protested against these encroachments on personal liberty. They recognize that the overzealous agents have played into the hands of their opponents. There has been much talk of an enforcement regulation "with teeth" to make effective the nation-wide prohibition amendment. Something of a flareback has already resulted from the extreme activities of the dry commissioners. Those who sincerely believe that the total elimination of intoxicants is a mistake would be more than human if they failed to make use of the ammunition thus afforded, and it requires no gift of prophecy to forecast that they will make considerable capital of the Virginia incidents when the question of an enforcement law comes up before Congress.

Our Fighting Families

"The Smiths will win the war" never appeared on a poster during the conflict. Food, airplanes, propaganda, and other agencies all were offered at some time as the balance of power, but the claims of the Smith family were overlooked. They were ready for the fight, however, 51,000 strong. An army by themselves were the Smiths who joined the colors. They outdistanced all competitors for the first honors, for the Johnson family only sent 29,000 members to the conflict. The Jones boys numbered a mere 22,500, running even with their rivals the Greens. America's other prolific family, the Browns, sent 9,000 men to fight for Uncle Sam. The American melting-pot also turned out 4,500 Cohens to help chase the Hun back of the Hindenburg line. In addition to these armies, there were enough bearers of military names to frighten an enemy that had studied American history. No less than 74 George Washingtons were in the ranks; 2 Ulysses S. Grants and 5 more without the middle initial, and 79 Robert E. Lees.

Failure of Government Ownership

Why should the United States try a plan of railroad operation that has failed in France and England? The roads and the Government, experience in Europe has shown, make exceedingly poor business partners, and the fact must be considered by Congress when the future of the roads comes up for discussion. A guarantee system has been in operation in France for half a century. Loans were made to the railroads by the State with the understanding that they would be repaid out of future earnings after the development and construction period was ended. But there has been no profit-sharing between the companies and the State. Sir Eric Geddes now confesses that the English railways after four years of Government control for war purposes are in "a semi-paralyzed financial condition," and the Government is losing $1,250,000 a day in their operation. The roads contribute nothing to the compensation of the owners. In England there has been an increase in wages of $400,000,000 or 160 per cent. since the war started, but freight rates have not been increased. The Government must continue to operate the roads for two years more under the provisions of the act taking them over, but with the yearly gross receipts $190,000,000 less than the operating expenses and $440,000,000 less than the total cost of producing transportation, the private owners cannot operate them if returned on the present basis. The United States can derive a potent lesson by observing the transportation difficulties of the Allies.

Honor Our Naval Hero

William S. Sims, returning from two years' service in command of the American fleet, finds himself automatically reduced from vice-admiral to rear-admiral, but Congress cannot fail to recognize his services to the nation. The Civil War added Farragut and Porter to the ranks of American admirals. Dewey was made a full admiral for his exploit at Manila Bay. There is every reason why Sims should join the list. He not only commanded the fleet that in cooperation with Great Britain made possible the open sea-lane for the transports, but he accomplished his work without a hint of friction and with the confidence and respect of every man afloat. The Allied naval staff had declared the convoy system impracticable, but after Sims arrived it went into operation, and the defeat of the U-boat enemy became assured. Sims's service to the American Navy goes much farther back than the period of the war. He virtually taught the Navy how to shoot, and he bucked against all the bureaucrats of the Navy Department whenever he felt that the needs of the Navy demanded it. He foresaw the war as far back as 1910, and that the American Navy was ready when called upon is largely due to his foresight and activity. The people want to see Sims rewarded when the final honors are distributed after the peace treaty is signed.

The Trade Rivals

An older and better war is about to follow the great struggle just ended. In its main elements it will constitute a fight for the trade of the world. Great Britain began her preparations while the military contest was still on. She has recently appropriated $6,000,000 to be spent annually for consuls and commercial attaches. Cooperating will be the system of trade commissioners established by British trade associations, of which one alone represents 20,000 firms with a combined capital of $20,000,000,000. The United States spends annually about $4,000,000 on its consular service and $1,000,000 on its Bureau of Foreign and Domestic Commerce, which organizations are analagous to the British services mentioned. The greatest of all markets is that of the United States, whose domestic trade has been estimated at $25,000,000,000 annually. Our present annual export trade, about $6,000,000,000, is enormously above that of pre-war days, when the figures were around $2,000,000,000. The mere comparison, however, does not tell the whole story, as the import trade is an important one-fourth and may mean the difference between prosperity and panic. The new American merchant marine comes in also for consideration. Chairman Hurley of the Shipping Board, who stands for private ownership of American vessels, has promised to submit a plan for "balancing the fleets" before Congress convenes. This indicates that understandings between the great nations of the world may take the sharp edge from sea rivalry as a part of the peace plans for the future.

For a Quick, Safe Stop—the Tread That is Geared-to-the-Road

THE emergency brake is of no use when the car slides on and the wheels are locked. Every motorist has had that experience and knows the dangers.

Geared-to-the-Road tires are needed the famous Miller Tread of many caterpillar feet that lock with the ground like cogs.

Transmits Full Power

This scientific principle is used in all branches of mechanics. But for tires it comes in the Miller only for we control the **Geared-to-the-Road** patents.

In motion the Miller tread meshes with the road, so you get full power ahead from the wheels. And **Geared-to-the-Road,** by its positive traction, helps the speeding car to *hold* the road.

Long-Distance and Uniform

Geared-to-the-Road would make any tire desirable, but coupled as it is with uniform mileage, it makes the Miller doubly valuable to motorists. Tire after tire—not merely some—is built to a single long-distance standard. Our workers are trained to this system of uniform workmanship. That is the only way to make mileage uniform.

When tires like these are made, why go without them? Find the authorized Miller dealer, or write us for his name.

The Miller Rubber Company, Dept. A107, Akron, Ohio

Makers of Miller Red and Gray Inner Tubes, the Teammates of Uniform Tires; also Miller Surgeons Grade Rubber Goods for Homes as well as Hospitals

DEALERS: Write for attractive tire agency proposition in open territory

Miller
GEARED-TO-THE ROAD
UNIFORM MILEAGE
Tires

The Big, Safe Light of the Dillon Lens

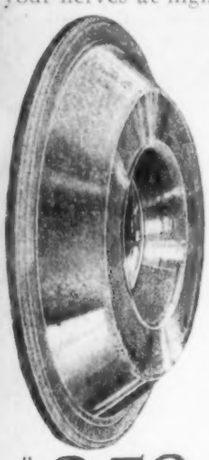
There are several very definite reasons why you will prefer the Dillon Lens.

Chief among them is the element of personal safety.

When you drive at night behind the Dillon Lens the whole roadway stretches before you in almost daylight clearness.

In its great, safe path of light, double the usual area of headlight illumination, you see obstacles and obstructions in front and on either side before you get to them and while you are passing.

You no longer fear the glare from the lights of passing cars, nor the multitude of other night hazards that formerly held your nerves at high tension. You feel safe.



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Brain Sweat *Versus* Brawn Sweat

Continued from page 657

The word "equal" in the American Declaration of Independence has been torn from its context and twisted into many false meanings. In our very reverence vouchsafed to those strong fathers of the past, we prove an inequality that was here in America from the earliest days.

In our Western world we want equality of opportunity, and nothing more. These blind leaders of the blind that hope for any equality, beyond that of opportunity, are fighting against the very order of things. All our experience goes to prove that when we have given to every man an equality of opportunity, instead of tending to render all men equal, it only serves to emphasize the infinite extent in which they differ.

Ability Creates Opportunity

It is even untrue to say that equality of opportunity is essential in order that men of talent may achieve success. It is a notable fact that the greatest inventors of the nineteenth century had no advantages of educational opportunity. In fact our greatest mechanical inventors, as recorded by Dr. Smiles, had not even the advantage of being educated as engineers. Such instances go to prove that ability, "far from being the creature of opportunity, is, on the contrary, in most cases the creator of opportunity."

Professor Lecky answers the specious arguments of the Bolshevist in his massive work entitled "Democracy and Liberty," a book with an especial message in such times as these. "The true source of the enormous disparity of conditions," states Professor Lecky, "lies in the great natural inequality of man, both moral, intellectual and physical, and in the desire of each man to improve his position."

"I am just as good as you are," is a favorite exclamation of Sloth and Mediocrity, in the face of Industry and Genius. But no amount of shouting can avail to change the established inequality here, in Russia or in any other place. Is a messenger boy just as good as Thomas A. Edison? If a million messenger boys were drowned in the sea, the loss would be infinitely less than the loss of that one mind of Thomas A. Edison. In the cause of human progress the merest drop of brain sweat has often outweighed an ocean of brawn sweat. A few years of mental effort from minds like that of Bacon and Edison have carried humanity farther ahead than centuries of manual toil by the ground slaves of earth.

Progress everywhere demands the recognition of inequality. What caused the vast increase of American wealth in the past fifty years? Was it the stolid toilers, like those in Seattle, who say that they are the source of all wealth? In their manifesto they say to the artisans, "it is you and you alone that create all the wealth of society." Well, if that is true, why don't these Slavs, and Letts, and Poles, and Galicians, create such wealth in their own country as they lay claim to have created in America? Because they haven't got there the organizing and inventive brain that is represented by the capitalist class of this country.

Brain Sweat Creates

Brain sweat far more than brawn sweat contributed to the vast increase of American wealth. Emigrants flocked to these shores because here mental ability was most active in the creation of wealth. In China a manual laborer gets $7.50 a year. In America many a manual laborer gets $7.50 a day. China standing for state socialism marks time through the centuries. America standing for individualism marches steadily forward, while here the lowest are ever sharing the rewards made common property by the brains of the highest. Under the guidance of American ability, labor produces the greatest wealth per capita on earth.

Mr. Gilbreth by his "Motion Study" has made it possible for the bricklayer to lay three times as many bricks in a day as he formerly did. As a result the bricklayer today earns far more pay, and by his work he is creating far more wealth than formerly. His brawn sweat is no more than it was before; the brain sweat of Mr. Gilbreth has made the difference. These Seattle Bolshevists, however, insist that manual workers are the sole creators of wealth.

In the old days a cobbler could stitch six pairs of shoes a day. Now with American machinery and modern organization he can stitch six hundred pairs of shoes in one day. His physical exertion is less per day than formerly, while his income and output are both vastly increased. It was brain sweat and not brawn sweat that made this difference.

In the Ford factory at Detroit I saw thousands of foreigners who were earning $5.00 a day for eight hours work. In their own country these laborers worked from early morning till late at night for the barest pittance. Did these Italians and Slavs create for themselves this vast increase in wealth? They certainly did not. The fact is that invention and organization backed by capital makes all the wealth beyond that which supplies our barest needs. Labor unassisted, and undirected by intelligence, has never been able, even under the most favorable conditions, to win more than the wherewithal for a simple primitive existence.

Joe Tynan and Kipling

I met in the Authors' Club recently one of the highbrow Socialists, what Roosevelt would have styled a "parlor Bolshevist," an effeminate person with an affected voice which he had dedicated to down-trodden labor. He waxed eloquent on the inequalities of the present system, and prophesied a coming day when here in America all men would be equal. He exclaimed, "What right has Joe Tynan got to half a million a year, when the great masses of the toilers in the shipyards earn only a living wage?"

"Never mind Joe Tynan," I answered: "he's in the shipbuilding line. You don't know anything about that business, neither do I. We do know the writing business, so I say, 'What right has Rudyard Kipling got to a dollar a word?'"

My friend, being something of a critic, was a connoisseur of values in the literary market, and admitted that Kipling was worth almost any price on account of his wonderful genius.

"Well," I answered, "Joe Tynan does in ships what Kipling does in letters, and each I believe in his different line is worth all the recompense that we have given."

My highbrow friend would stand for no leveling up in the esthetic world. Kipling and Michael Angelo were peerless, but as soon as we descended into what he regarded as the lower world of business, his pipe-dreaming political economy was a matter of leveling up, forgetting that the creative ability which brings forth its Moses in marble is but another form of that ability which brings forth our modern industries. That same touch of genius which makes for the vast inequalities in the realm of art makes no less for inequalities in industry.

A man standing at lower Broadway surveying the chaste and tapering beauty of the Woolworth Building involuntarily feels admiration for the creative mind that called it forth. But the creator of a vast modern industry has called forth a monument far greater even than the Woolworth Building. Its vast construction is hidden from the masses, but for those with eyes to see it looms up as the highest possible achievement of creative genius.

A most dangerous tendency today of modern social legislation is that which

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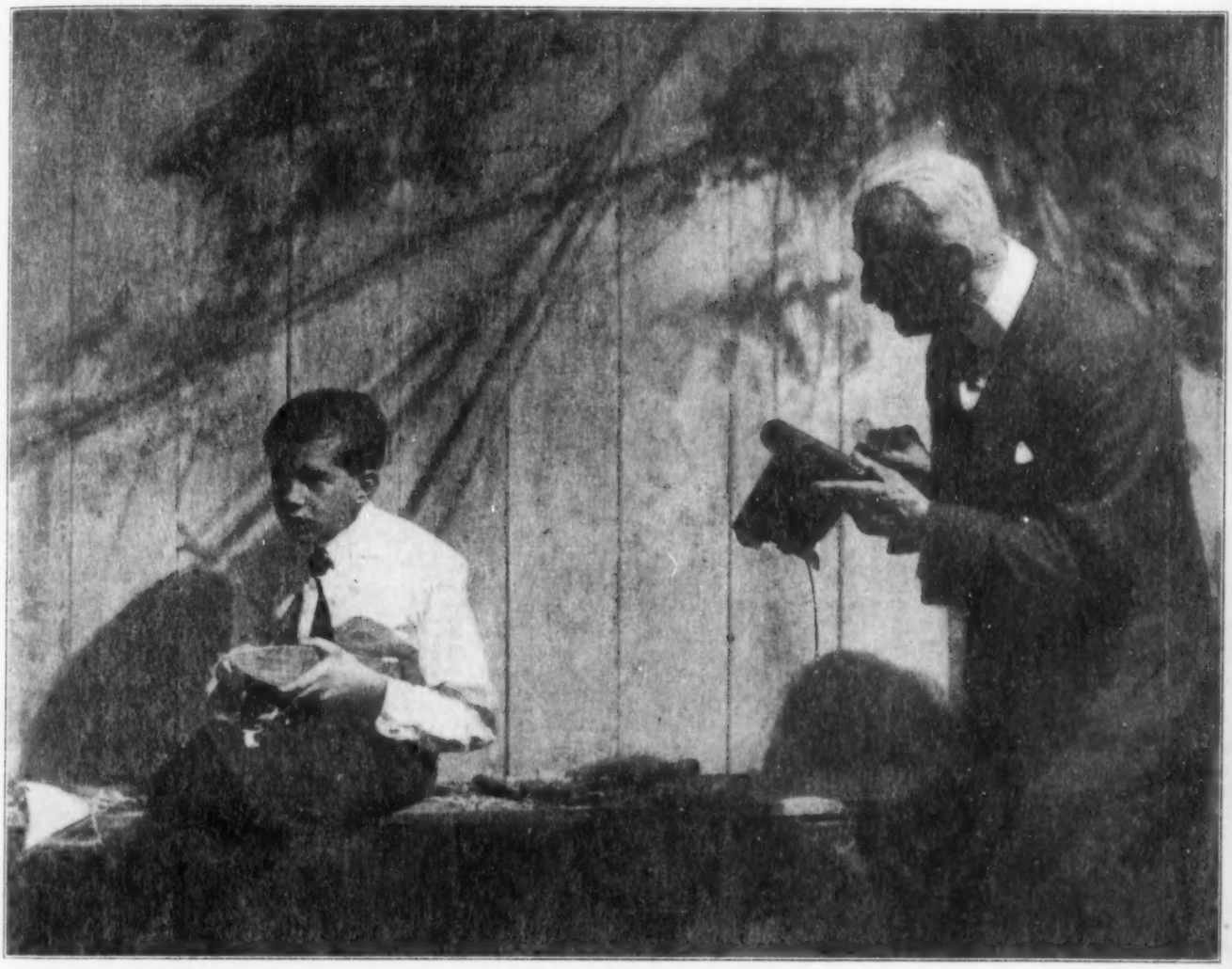
Keep the Date and Title on the Film.



For the Days to Come.

Building his boat of pine and dreaming, as he works, of the days when he will sail a real ship on a real ocean—a regular boy, that.

And Dad, with his Kodak, has caught the boyish story. Now he is writing the autographic record—the date and title on the film; the record that will give double value to the picture when time has played sad tricks with memory.

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He knows that the man has hard arteries, high blood pressure, and beginning kidney and heart disease, due to long neglected chronic constipation.

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Brain Sweat *Versus* Brawn Sweat

Concluded from page 680

overlooks the labor of keen minds, or seeks to relegate it to a secondary place, as incidental to manual labor. The whole trend of this present moment is to put a premium on brawn sweat, and a discount on brain sweat. What would be the encouragement for genius if this leveling up continued?

Take the case of the railroads, for instance. As soon as the railroads came under Government direction, the first step taken was to cut off $17,000,000 from the administrative or brain end of the business, and to add $700,000,000 to the mere brawn end. The ignorant toilers shout with glee at the evidence of such a tendency, but in discriminating thus against the brain end of the railroads the legislators discriminated against all its creative and progressive forces. The short term of this kind of Government direction of the railroads has ended in deplorable failure.

The Creative Genius

If on the last day, when welcome to stand before our Maker, we were asked, "Have you done anything for the progress of mankind?" most of us would have to answer, "We have done nothing, we left the world as we found it." And so if progress depended on the average man, we should still be dwelling in the stone age with only the barest subsistence.

Our hope is not in systems, but in men; not on Socialism or Bolshevism, but on the creative genius of individuals. It is this individualism alone that has made the vast gulf between America and China. Therefore, if we are to still go forward, we must, above all things, encourage these men upon whose creative minds our progress depends.

Our rewards and profits in this world cannot be equalized; the largest share must always go to those who give the largest service. Woe betide us if we heed the base clamorings of the mob, and filch from the labor of genius its rightful reward.

All this reckless and one-sided legislation is atavistic, and destructive to our future. If we deny rightful encouragement to the creators of our progress, we thereby jeopardize our brightening prospects of tomorrow.

Most of us today are suffering from a warped view of the social problem. We have been fed up on Socialism for years through the widest possible propaganda. But hardly a word has been uttered for the other side, for the old-fashioned precepts of America.

Labor's Responsibility

Above all things in America in this time of chaos and unrest, there is a cry for enlightened leadership of the masses. Why is it that we have so many "parlor Bolshevists?" Because so many of our alleged enlightened classes are merely blind guides of the blind. Many of our would-be social reformers come from the best society, and enter upon their work in a spirit of unselfishness and devotion. It is their gross crass ignorance alone that makes them such ready disciples of the extremists.

In Seattle last fall, capital and labor made a solemn and binding treaty in regard to the work at the shipyards. That treaty was binding on both parties. In spite of the bonds of honor laid upon them in that treaty, the ship workers of Seattle tore it up as "a scrap of paper," and called out a strike in the month of February. This act of perfidy we must lay not to the average toilers, but to their ignorant and irresponsible leaders. A generation ago the laboring classes had Carlyle and Ruskin and William Morris and Henry George. Today they have Thorstein Veblen and Crystal Eastman and "the Three Tailors from Tooley Street."

At an East Side labor club I met a college professor who was engaged in egging on the men in the dock-workers' strike. He was a Ph.D. and a so-called expert in labor problems. In reality he was an expert in anti-Americanism. The burden of the professor's message was that the laborers—the real kings—should rise up in their might and seize all the power that was rightly theirs. He talked the same gospel that was promulgated in the manifesto of the Seattle strikers. According to his version there was nothing in the present American system but injustice. He declared that the lot of the workingmen today was no better than it was fifty years ago, despite all our vaunted progress.

Well, let us bring the grandfather of a modern American workingman into his descendant's home as it is today. Let the old man compare conditions; the food, the clothing, the carpets, the pictures, the piano, and the Ford car, and the grandparent's verdict will be that the workmen of today enjoy more of the amenities of life than the lords of yesterday.

Moses in his great valedictory address to the children of Israel drew inspiration from their past in the words,

"Remember the way the Lord our God has led us."

It is a source of confidence and strength to any rising nation to review its history and progress. Such remembrance today in America would silence these alien profaners of our name. An overtowering issue that is arising here is an issue between Americanism on the one hand and Socialism on the other. Americanism stands for the triumph of individualism. Socialism stands for the triumph of collectivism.

Roger Williams founded the State of Rhode Island for freedom of conscience, and that principle of individual freedom, expanded into these United States, has given the greatest liberty and the greatest progress. The American system is not perfect. But thus far it is the best that we have had on earth. It has weaknesses which with time we shall hope to rectify. But we shan't trade Americanism for Bolshevism, Socialism, I. W. W. ism, dilettantism, or any other ism.

The Fact of Americanism

Why do men flock here from Old-World countries? Because here in the open places of the last frontier man has built up the freest and fairest social system of all time. Plato's Republic and Sir Thomas More's Utopia were painted in the realm of dreams, but Americanism, that ever-widening ideal of Washington, of Lincoln, and of Roosevelt, is not a fancy, but a fact, broad-based on the will of the common people.

Coming from Dobbs Ferry to New York the other night, the chauffeur told me how he owned fourteen cars. "Five years ago," he said, "I had nothing, now I have a fine business."

"America gave you that chance," I observed.

"Yes, sir," he answered, "and I love America because she gave me all I have."

That same simple-hearted and homely devotion slumbers in the breasts of countless hosts of just such true Americans, and such as they in the troublous times ahead will be as a wall of fire around their native land. But with so much poison abroad we cannot make it too clear to all these good people that it is American individualism and not German collectivism that gives them their chance, and that there is no limit here to which the worthy may not aim. We should revive that fine tradition of American individualism which expressed itself in a generation past in such books as "The Pioneer Boy Who Became President," and "From Log Cabin to White House."

In Russia, in Germany, and indeed in all Europe, Brawn is tending to usurp the rightful leadership of Brain. If this usurpation is effected, civilization will go backward, not forward. The hope of the world is in America. Therefore above all things, at this time, we should stand by our old principle of individualism, remembering that even a democracy must have its true and established leaders, its aristocrats of talent and genius.

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If a merchant wanted just a truck he rarely got a Packard. If he wanted a truck transportation job done *right, permanently* and at the *lowest cost*—you were practically certain to see some Packards running around with his sign on them.

And so the public have come to believe that Packard and good service go together.

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To make it work—*to make your truck transportation costs a definite, predeterminate figure, low enough to meet all competition*—you must take equally good engineering design, equal stamina, equal long life with the Packard Truck.

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Which will a business man do? Pay $3,000 for 50,000 miles—or pay $4,000 for 100,000?

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London, S. E. Eng.
Dec. 10th, 1917.

W. M. Neal, Sales Manager,
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Dear Mr. Neal:

You may be interested in this Rubberset brush. It has been a faithful friend for twelve years. It has made nine trips across the United States, two across the Atlantic Ocean, enlisted with me Sept. 22, 1914, with the first Canadian Contingent, lost its handle April 28, 1915, in the second Battle of Ypres, though it stopped a souvenir that might have finished me.

Was discharged with me August 14th, 1915, as "medically unfit" —re-enlisted January 6th, 1916, with me and in the past year, though minus its handle, has been of excellent service through the Somme, Vimy and Passchendaele engagements, so I do not need a case of wine, check or any other remuneration to speak in the very, very highest terms of the Rubberset Shaving Brush.

Sincerely,
(Signed) Gunner ROYAL D. TRACY,
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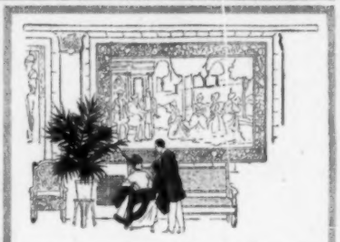

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Binding Yankees *to* France

Continued from page 663

likely to hold the opinion that now after the war—after the peace—an understanding between the two countries will be more difficult than when the energies of both were concentrated on the great project of winning the war.

With the return to the United States of several million doughboys—hearty, good-natured, heroic, self-sacrificing men cast in the American mold—every city and town in the States will soon have a person of authority to consult concerning impressions of France. These will be the voices of men with more earnest and vivid convictions than any casual tourist; for they came and saw and suffered and helped to conquer; and after all, it is not human to love the mud that has been your bed; to sympathize with the germ that gave you the "flu"; to cherish the cootie that bit you. Without attempting to discount or modify in advance the war-time impressions of France that the doughboy brings home, it may be worth while to point out that in many cases he has been too busy playing his manly part to find opportunity to learn the language of France, to become acquainted first hand with French home life, to see and know the France that is form, expression, art.

If there is ever questioning as to whether the ardent blending of sentiment, and love between the French and Americans actually did occur one will only need to consult the mass of correspondence between "*parrains*" and "*filleuls*." One will find that the sentiment burned like a flame in the homes of peasants, artisans, clerks, small tradesmen, business and professional men. Unfortunately, the most remarkable letters from the A. E. F. *filleuls* cannot be quoted because of their length. Many of them are longer than this article; for it was not unusual for a French child to begin to write and to continue to write from day to day the story of his life with an amazing sense of values and imaginative comment, and unquestionably with an authentic reflection of the atmosphere at home with regard to "those Americans." They are letters that could not have been counterfeited by grownups, as a few excerpts—intended to show the relationship from both sides—will reveal.

The correspondence between Jeannette C——, nine years old, the girl with auburn curls, whose father was killed at the beginning of the war, and an American aviator, is of such a nature that the confidence as to their names shall be preserved.

Here is a letter written from the front by Lieut. B—— K——, the aviator:

"DEAR JEANNE: I just received your letter and you do not know how glad I was to get it. All my brother officers are envious of me and say that they are going to write you so that they may get letters too. Write me at length and often, Jeanne, for I am most anxious to know what you are doing. I certainly am proud to think I am the godfather of such a bright girl in her classes. But as to the picture of yourself which you sent—no indeed, do not imagine me putting it into my *porte-feuille*. I put it up in the most conspicuous place in my room.

"How big is your doll Titine? If you tell me and if Titine is a good girl I shall try to buy some pretty clothes for her. While I like English aviators very much, I shall have to get you an American aviator's costume for your doll, for I am an American aviator. I am going to send you my picture as you asked me to.

"If your brother insists on making fun of you by calling you 'Mlle. Americaine,' just write to me about it. I am not so much older than he, being only 23."

And here is Jeanne's reply:

DEAR GODFATHER: I have just received your letter together with your little picture and I like the way you look. I like it because you laugh, and because you are only twenty-three years old. I was afraid you were going to be an old man. I am glad to know you are an aviator. The little chain and Lorraine cross arrived at grandmother's house and it is very pretty. I stand two places higher in my school. Are you in France or America now? I wish you were in France so that I could see you some day.

I told my doll that if she is good you are going to send her some pretty clothes; she is very happy about it and I am still more so. She is 57 cm. high and both she and her mama are very well.

My little brother Rene insists on teasing me, although I told him I would tell you all about it. Last week he got me all excited. He came telling me that he had seen a Red Cross lady with an old, old officer and that they were inquiring the way to my mother's house, and that it surely was my godfather. Quickly I ran to the window, and it was not true. He is very naughty, my little brother, but I was sorry he suffered very much from toothache last night.

I love you because you are so good. I know a few words of English now. Can you write in French? I understood several words in your last letter: dear—*chere*, brother—*frere*, girl—*fille*, doll—*poupee*, and even some more.

A great big hug for you and just a little bit of one for your comrades just so they won't be jealous. I like you very much and thank you many times. I send you a million kisses for you alone. Your little Jeannette who likes you.

One can imagine the delight of Co. D, 408th Telegraph Battalion, with the sensational interest and continuing news that ran through the letters of little Marie Rouget. Marie is nine years old. Her father was killed at Neuville St. Vaast, and she was adopted by Co. D after the little shop her mother ran at Caen was sold out for debts. She wrote her godfathers in October:

I have come to thank you for your last letter. I was so happy to receive it that I jumped for joy. Mother even bought something nice for dinner (some veal) so that we had a little feast over it.

I begin my letter with two affectionate kisses, the first one because you are brave soldiers and very good to France—the second one for your generous gift. I am proud to tell you, as I neglected to do before, that I am nine years old and one meter and 30 cm. tall. My weight is 52 French pounds.

The hens are not laying well at present, and I am going to glean some wheat to feed them in the winter.

Goodbye, dear Godfathers. At home we are all so glad to know you are not at the front. I love you with all my heart. My little brother sends you kisses and so do I, but mine are more affectionate because I love you more.

Now in February Marie sent a fascinating addition to the news in the above communication:

It's very cold here (she wrote) and there is snow. I think a great deal about you and when I say my prayers at night I pray that you may have a house to keep you warm and in good spirits.

Dear Godfathers, I have a piece of good news for you. Our hens who stopped laying some time ago have begun again. I bring in the eggs for mother. It was with the money you sent us that my mother bought the chickens.

Andre Petit, eight years old, a child of the invaded districts, was adopted by Co. C, 504th Engineers, after his father had been killed in the war. His mother is a seamstress.

How glad I am to have your letter (he wrote). I thank you for your present of the little lead soldiers. I play with my brothers and we shoot all the soldiers. If they were real Boches, I should soon be rid of them! I am very well and so is my little brother, George, who is four years old, and also Louis, ten years old, who is our little father. He says you have been spoiling us.

I wish I were a little bird. I should soon fly near you to thank you from my heart. I say my prayers for my Godfathers every night.

The "*filleul*" of Battery A, 148th Field Artillery is Roger Perrier, a talented boy of ten years, who has shown an unusual capacity for drawing. Arrangements are now being made by which the youngster can attend art school. The letter from the front to Roger gives some idea how the "*filleuls*" occupied the thoughts of their "*parrains*" even in most strenuous hours:

No doubt you sometimes wonder why your recent letters have not been answered when you write to us so often, but, Buddie, we've been so busy chasing Germans we haven't written our own folks. We are making him sorry for ever coming into your country and cutting down your pretty forests and destroying your land; and by Christmas we're going to have every German in France on the high run for his own country.

We received your drawings and we think you are very clever with your pencil. We hope you continue with it. We're proud to be your big Yankee brothers and though we'll soon have accomplished our work over here and go home to our dear America we'll remember you and not forget to write. Some day you'll become a great artist and when your name is mentioned we'll be glad to say we knew you. When we come back to France it will be a great pleasure to visit you. Write us again soon. From your big Yankee brothers of Battery A.

Many of the children's letters confirm the expression often heard—that every Frenchman is born a writer in his soul. To

understand the mass of these letters is to understand the French child and to understand the French child is to understand the race. In the letters there is a cross-section of a civilization if such a cross-section ever did exist. A French child comes to a trade with his instincts keenly developed. He is unusually mature and imaginative with highly developed powers of expression whether in voice, gesture, pen or pencil. With all that he has a great reserve and control, a sense of values, exemplifying what the French mean by the phrase "*rester dans la mesure*,"—remaining in the measure.

Through the master of a trade school I learn that he and all his colleagues of the trade schools agree that drawing must be taught because "the ability to draw well is as necessary for an artisan—mechanic, carpenter, cabinet maker, tinsmith, locksmith, electrician—as the ability to write is to a literary man." In all these schools drawing is applied to children's work so that they are taught the meaning of style in expression, in the crafts, in art.

It should be noted that in France today the quality of style is more emphasized than it was before the war because France had allowed herself to be carried away by the idea of quantity production as a result of German industrial growth and partly as a result of America's industrial methods. But it is recognized now that quantity production is not strictly in accord with the French genius; that France is better fitted for individual artistic work, and I am told that the new policy of education which will be influential in the management of the "continuation fund" for the A. E. F. "*filleuls*" is imbued with a realization of this fact.

Harrison *in the* White House

Concluded from page 671

been elected, and that he had something more to do than simply to "O. K." a daily schedule prepared for his guidance.

In my diary I find the entry of an interview with National Chairman Carter, on August 17, 1892, when he said that Mr. Platt told him that he (Platt) "had taken the patronage simply to cut Harrison's throat with it." Mr. Carter added that "Platt was an Italian assassin, the worst man I ever saw in politics." This, of course, referred only to his political methods. When he said it he was smarting under the impression that he had been promised a place in the Cabinet, and the promise had been broken without explanation. I have already alluded to the statement of General Michener that, before his death, Mr. Platt said he was convinced that General Harrison had been misrepresented, and expressed a high appreciation of his character. My personal relations with Mr. Platt were always friendly. He was friendly to his friends and unrelenting to his political enemies. This, probably, gave him much of the strength he had with "the organization," until that type of "politics," in the Republican party at least, fell into disrepute.

James S. Clarkson was pressed for a Cabinet place. I urged his appointment as Secretary of Agriculture. He came from Iowa, and his newspaper, the Des Moines *Register*, exerted large influence throughout the Western and Northwestern farming states. But he was so identified in the public mind with "politics" as interpreted through office-filling, that the President feared the criticism likely to follow might interfere with the efficient development of that new Cabinet department. Mr. Clarkson was much disappointed; but at the President's personal and repeated request accepted the position of First Assistant Postmaster-General. Of course he was discontented; and finally resigned, and became one of the anti-Harrison leaders.

The propaganda against the President centered about Mr. Blaine, not with his consent or connivance for some time, certainly, but it was natural that it should so converge. Despite the earnest effort of the President, and the personal disinclination of Mr. Blaine for a greater or less period, there at last developed a divergence that made the Secretary's withdrawal from the Cabinet a necessity. That it was so long delayed, through much patience, was the only wonder. Back of differences over what might fairly be regarded as matters of public policy and administration, and which grew out of temperamental difficulties, there were, unfortunately, some more personal contributory causes.

Mr. Blaine desired that his eldest son, Walker, should be his first assistant. This I strongly seconded for obvious reasons. But more on Mr. Blaine's account than because of objections of his own, as the President viewed the matter, Walker was appointed Examiner of Claims. This resulted in a rankling that never healed. Later in the administration, Mrs. Blaine made a personal appeal to the President for the appointment of their son-in-law, Col. John S. Coppinger, to a vacant brigadiership in the army. This would necessitate the "jumping" of a number of senior colonels, for which there was no reason other than a personal one, and the President felt such action would subject both Mr. Blaine and himself to serious criticism. He was compelled to decline Mrs. Blaine's request, and she said with much evident displeasure, "You had a chance to please us once before, which you did not do," referring to Walker. It is needful to say that when the President explained the reasons for his decision to Mr. Blaine, the Secretary fully concurred with him. In her "Life of Blaine," Gail Hamilton reveals the "inside" personal feeling that had developed against the President, and which could but have had increasing influence upon the Secretary's mind.

Mr. Blaine was Secretary of State for more than three years. It required time to weaken the strong and appreciative friendship between the two men. When at his best Mr. Blaine was an attractive and generous friend. The hope expressed to me by General Harrison when he decided upon his appointment seemed for a long period to be in the way of full fruition. The President often expressed the highest regard for the Secretary and his pleasure at their satisfactory mutual relations. But the breach finally came; it was inevitable under all the circumstances. With great depression and tone of regret Harrison said to me on March 20 that no matter whether he remained with the administration or left it, Mr. Blaine had permitted himself to become "a disturber and an unfriendly critic." He felt that this attitude was the result of systematic machinations to which he had yielded, and believed Mr. Blaine's protracted ill-health had been taken advantage of.

As the date of the Minneapolis Convention drew near the expectation of Mr. Blaine's resignation and avowed candidacy for the Presidency increased. Going into the President's room after luncheon on June 4, 1892, he said, "Well, the crisis has come," and handed me the letter of resignation. After a brief talk, the President stepped to his desk and wrote an autograph "forthwith" acceptance, saying as he expressed in the note, that Mr. Blaine had left him no alternative. I took the note over to the Blaine residence, stepped into the hall as the door-bell was answered, and handed it to the butler. The family were at the lunch table. The servant did not return, and I was left standing alone. In a few moments I heard Mr. Blaine say, "Well, I am no longer Secretary of State." Whereupon, not to hear more, I opened the door and took my departure. Within a very short time the afternoon extras announced the not unexpected event.

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There are countless places in the field of advertising and merchandising and in the many related branches of business wherein the war cripple can serve capably. Give him every opportunity and encouragement. If you want information on the education of war cripples or wish to find places in your organization, for one or more write the Red Cross Institute for Crippled and Disabled Men, 311 Fourth Avenue, New York.

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China's Farewell *to the* Poppy

Concluded from page 666

than a growing unrest among the Chinese of the better class. Late last year this combine purchased the Shanghai opium stock for an amount approximating $16,000,000.

With the end of the fighting in Europe, other nations had time to face this new development in China. Notes came to the Chinese Government from the governments of the United States and Great Britain. Stronger opposition came from the better class of Chinese and from the American and European elements in China which had her welfare at heart.

The aftermath, to the occidental mind, appears typically oriental. Whether the combine actually had planned the revival of the opium traffic, or whether the threat of such a revival was used, as observers on the ground believe, as a means to an end which Americans would bluntly call "graft," has not, at the time of writing, been definitely ascertained.

Rumor, however, persisted in reporting that the combine was stirring up public opinion against the resumption of the drug traffic, and that officials of the combine, who were also officials of the Government, were advocating that the Government purchase the Shanghai stock as a demonstration of the standards for which it stood.

The purchase, ultimately, was voted. The combine was to receive a sum equivalent to approximately $27,000,000 for the opium which it had bought at $16,000,000. Inspection of the stock followed. Representatives of the better class Chinese, officials of the Young Men's Christian Association of Shanghai and others made up the inspection committees.

The opium was packed in balls, about six inches in diameter. Some half dozen of these balls were in each chest. And each ball was worth $5,000. The inspectors examined the chests to see whether they had been tampered with. They cut open the balls of opium, to make sure that none of the drug had been smuggled away. And while they were doing it smuggling, undetected, was going on before their eyes.

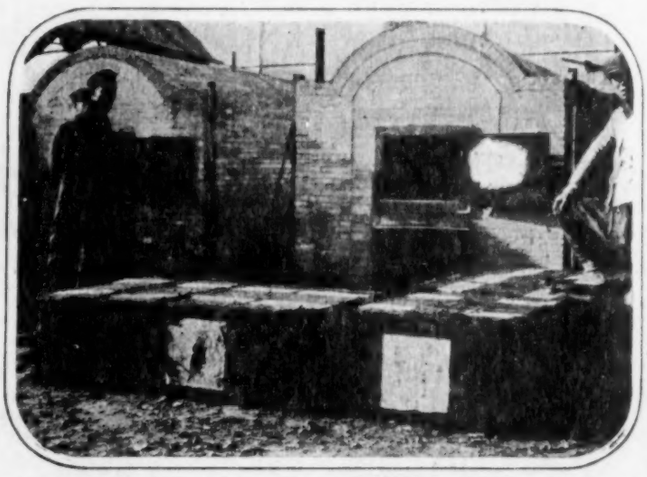
Mr. Rich tells the story.

"Some of the Chinese business men still wear long finger-nails, according to the traditional custom of China," he explained. "One of these was assisting in the inspection. Quietly, as he opened a ball, he would scoop up opium with a finger-nail. Then he would wipe his hands with his handkerchief, at once removing and concealing the drug. When at last he was discovered, there was found on him a little ball of opium, wrapped in his handkerchief. The man, by the way, was the president of the Society for the Prevention of the Smuggling of Opium."

Six hundred chests—$12,000,000 worth of the drug—were inspected in the Ewo godown by January 16. Six hundred additional chests in two other godowns were left to be inspected after the first 600 had been burned. And the burning began next day.

Occidentals in Shanghai believed that had the opium burning been made a great public ceremony, with provisions for many thousands to look on, the impression upon the oriental mind would have been lasting and the moral effect for the future excellent.

Government authorities apparently thought otherwise. Hence the military guard about the restricted ground surrounding the furnaces, and the tickets of admission which were issued only to representatives of Shanghai social, religious and industrial organizations and members of the press.


Treasure chests, each containing $25,000 or $30,000 in opium, waiting their turn at the furnace door.

Chang I Pung, vice-minister of Justice for China and special commissioner for supervising the burning of opium, cut the seals of the first chests with a ceremonial knife and tossed the first ball of opium to the flames. Then one after another the guests, among them the Methodist missionary in Shanghai, Dr. Frank D. Gamewell, tossed opium balls into the mouths of the four kilns.

Later coolies took up the work, dumping the balls from the chests into the furnaces. But the chests were saved. The wood was later sent to the Chinese normal school in Shanghai for the use of the boy pupils of the manual training classes.

Guests at the burning, Mr. Rich says, did not, here and there, hesitate to seek among the empty chests for fragments of opium. One or two were discovered who had found such fragments, and before the burning had long continued members of the special police details on the scene were searching spectators for opium which might have been secreted.

One hundred and twenty chests were burned the first day, and the burning of the Ewo stock continued for five days after. A movement was initiated by the European element at Shanghai to have the remaining 600 chests given to the Red Cross for medicinal purposes. But ultimately these were inspected and burned like the first, it being pointed out that there was more of the drug than the Red Cross could hope to consume, and that it was the desire of the Government to have the opium destroyed.

Men versed in China's affairs, however, advocate, as the only cure for China's drug evil, the total annihilation of traffic both in morphine and opium by international agreement.

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The Airplane *in* Transportation

Concluded from page 662

New York in ten hours by the air will be willing to pay $100 or $150 for the opportunity of saving an entire business day. And yet, such passengers will represent an infinitesimally small percentage of the traveling public, but their wants will be catered to in a way not available at present.

The war gave proof of the military necessity of the airplane. Our War and Navy Departments must keep in close touch with and promote the highest development of the art of mechanical flight. Coast patrols and scout planes will be a part of our peace-time air fleets, as cruisers and motor boat patrols are used on the water. But the service thus rendered by the airplane has proved its utility for other work of similar nature. The scout or observation plane with a gear permitting it to land either upon land or on the water will prove invaluable in our national parks for forest rangers whose duty it is to prevent the growth or spread of fires. Even the pleasure or sporting possibilities of the airplane are as yet unrealized by the majority of us.

But even so, the airplane should not be considered as a competitor even of the passenger automobile. The smooth space required for flight and landing, the size of the hangar necessary, and other elements which will always prove of consideration in airplane use, will determine the minimum distance for which the automobile will prove more practical for private transportation purposes than will even the most compact and highly developed "flivver of the air." Every man who is willing and able to purchase an airplane will, of course, already be the possessor of a motor car which he will use as an invaluable supplement to his air activities. As an automobile is not a competitor of the privately owned racing motor boat or cruiser, so the airplane can not be considered to compete in any way with the touring car or runabout.

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Broadhurst	39 East	Amusing character comedy
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Central	Somebody's Sweetheart	Tuneful operetta
Cohan	A Prince There Was	George M. Cohan
Cohan & Harris	The Royal Vagabond	Rollicking satire on comic opera
Comedy	Toby's Bow	Southern comedy
Cort	The Better 'Ole	Bairnsfather humor
Criterion	Three Wise Fools	Sentimental comedy
Empire	Dear Brutus	Barrie charm
44th Street	Take It From Me	Bright musical play
48th Street	Come-On Charley	Amusing farce
Gaiety	Lightnin'	Delightful character
Garrick	The Bonds of Interest	New Spanish comedy
Hippodrome	Everything	Immense spectacle
Hudson	Friendly Enemies	Play about loyalty
Liberty	Molière	Romantic drama
Longacre	Three Faces East	Ingenious spy play
Lyceum	Daddies	Bachelors and kiddies
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Miller	Mis' Nelly of N'Orleans	Mrs. Fiske at her best
Morosco	Cappy Ricks	Thomas A. Wise
New Amsterdam	The Velvet Lady	Gala musical comedy
Nora Bayes	Come Along	Musical show of soldier life
Park	Spanish repertory	Picturesque musical shows
Playhouse	Forever After	Alice Brady in romantic play
Plymouth	The Jest	Italian play with John and Lionel Barrymore
Princess	Oh, My Dear!	Smart musical comedy
Republic	The Woman in Room 13	Thrilling melodrama
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Shubert	Good Morning, Judge!	Bright musical comedy
Vanderbilt	The Little Journey	Character comedy

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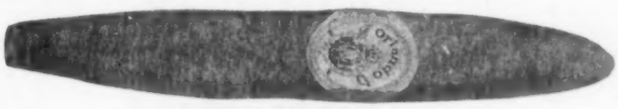

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The Melting-Pot

Dr. Lapp, People's Commissioner of Foreign Affairs, in Munich, Bavaria, is said to have been twice confined in a madhouse.

After the Civil War, up to the time of Roosevelt, every President of the United States, except Cleveland, had served in the Civil War.

Some Kansas farms, which fifteen years ago were not worth twenty-five dollars an acre, are now held at fifty to one hundred dollars an acre.

The Paris *Matin* reminds the world that in the richest districts of France, "there will be no harvest next summer but the crop of crosses on the graves."

All the primary schools in Seoul, Korea, were recently closed because the boys, who are expected to answer Japanese teachers in Japanese, persisted in replying in Korean.

Out of 1683 court martial cases the clemency board at Washington has recommended clemency in 1521 cases, cutting a total of 9,339 years from the aggregate of the sentences imposed.

A Republican has been elected mayor of Butte, Montana, defeating the Labor Socialist candidate by an overwhelming vote. He is Butte's first Republican mayor in more than ten years.

Senator W. C. Edwards of the Canadian Parliament, and one of the foremost business men in the Dominion, predicts that Canada will be annexed to the United States within the next ten years.

The daily wage per employee of the United States Steel Corporation in December, 1918, was $6.26, compared with $2.97 in 1914. The increase has been accompanied by much lower efficiency.

As a result of a referendum vote of the trade and commercial organizations of the country, the Chamber of Commerce of the United States recommends that Congress reconsider all anti-trust legislation.

Lady Tree of England declares that "beyond the function of motherhood man does everything better than woman; she must fulfill that function and must be content to leave the economic and political struggle to man."

Frank H. Simonds says that in Berlin it is unsafe to put one's shoes outside the door for the porter to shine, as they would be stolen. Americans in Berlin are advised to show themselves only on crowded streets to escape violence.

Dr. Nansen, the famous Norwegian explorer, has information that virtually all children of less than two years old are now dead in Petrograd, and conditions in orphans' homes and hospitals are terrible beyond description.

Bishop E. H. Hughes of the Methodist Episcopal church maintains that the thing for which there is greatest need now is the revival of the domestic spirit and the family order which prevailed in the days of our grandmothers.

In his "History of the American People," President Wilson says: "Mr Jefferson, an aristocrat and yet a philosophical radical, deliberately practiced the arts of the politician, and exhibited oftentimes the sort of insincerity which subtle natures yield to, without loss of essential integrity."

At the mass meeting in New York which welcomed Martens, a representative of the Russian Soviet Government, he started to speak in English, but hundreds shouted, "Cut out the English; this is Russia. Speak in Russian." He spoke in Russian.

An insurance agent who called on a woman in Hollidaysburg, Pa., to pay her $300 insurance carried by her son, a soldier, and also a Government check for war risk insurance of $10,000, found the young soldier in his mother's home alive and well. The War Department had notified the mother that the son had died of pneumonia.

Let the people think!

"Thou shalt wander on the earth till I return!"

This, according to the legend, was the sentence of banishment and endless wandering pronounced on the cobbler who with blows and mockery denied Christ a moment's rest before his door while the Savior, bearing the burden of the cross, was on his way to Calvary.

* * *

Eighteen centuries have come and gone. On the polar glaciers at the northern extremity of the earth divided by Bering Strait two figures are seen. On the American side, the footprints in the snow, by their smallness and lightness, denote a woman's presence. On the Siberian side, footmarks, larger and deeper, show the presence of a man, and everywhere he leaves this trace:

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In Paris a fortune of 150,000,000 francs is at stake. It all depends on this man whose life story goes back eighteen hundred years, the man whose iron shod shoe formed the sign of the cross in the Arctic wastes, and who on the Siberian cape extended his arms towards America with a gesture of measureless despair. Read the whole story, powerful in its command of terror, matchless in its realism, as told by the celebrated French novelist, Eugene Sue, in his famous romance,

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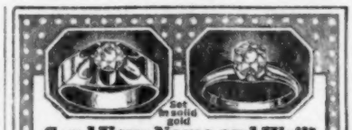

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Lloyd George Speaks Out

By CHARLTON BATES STRAYER

THE most authoritative utterance on the inward workings of the Peace Conference has come from the British Premier. Unable to announce the terms of the treaty, he nevertheless drew aside the veil of secrecy and gave the British Parliament some definite assurances. The prolongation of the Peace Conference, aggravating as it has the social and industrial unrest in England, France and Italy, put in some degree of peril the premierships of Lloyd George, Clemenceau and Orlando. The French Chamber of Deputies, by a good majority, expressed its confidence in Clemenceau, while Lloyd George was compelled to drop his work at Paris in order to return to London and answer the murmurings of those who felt the pre-election pledges were not being kept. Defying his critics, he demanded the complete confidence of the House of Commons and got it. America is particularly interested in what he said about Russia. The Peace Conference, he declared, would not embark on a military expedition against Russia nor will it recognize the Bolshevist régime. All the dispatches from Paris had pointed to a growing disposition on the part of the Conference to recognize the Lenine Government, attributing this attitude to the reports brought back to Paris from Moscow by the American journalists, Messrs. Bullitt and Steffens. "It is not for me," said Mr. Lloyd George, "to judge the value of those communications, but if the President of the United States had attached any value to them, he would have brought them before the Conference and he certainly did not." The American public may be inclined to ask, Why could not President Wilson have taken us into confidence on this matter? Everyone will agree with Mr. Lloyd George that Russia today presents a "complex problem." It is more difficult because not courageously handled at the start. Russia will have to work out her own salvation. So far has she gone on the path to destruction, it is exceedingly difficult for the friends of a real democracy in Russia to give her aid. The preponderance of American sentiment, however, has been against any recognition of Bolshevism. So far as he may have leaned in that direction, the President has not had the support of the American public, who are now grateful to the British Premier for the assurance that there is no possibility of Bolshevist recognition on the part of the Peace Conference.

When Peace Comes

If one had kept a careful record of the number of times the treaty was to be ready, he would have now had a considerable tally. Despite all postponements, it can't be long before it will be complete. The important question is, What will be Germany's answer to the terms when the Peace Conference at Paris is adjourned in favor of the Peace Congress at Versailles? It is a safe prediction that the German delegates will rest their case on the fourteen points. They will say they agreed to the armistice on these points and will accept no peace on any other basis. Germany will declare that the peace offered to her violates some of these points, and will use every artifice of the old diplomacy to press her case. She will resort to bluff and every conceivable device to postpone the operation of the peace terms, to lessen their severity and to escape from the just retribution of her crimes. Her strongest card will be her acceptance of the fourteen points as the basis of the armistice and of peace, and the argument that these points have not been lived up to. Have the Allied Powers a prearranged plan to deal with Germany's obstructive tactics at the Peace Congress? The London *Times*, organ of Lord Northcliffe, who was so vigorously attacked by the British Premier in his recent House of Commons speech, criticizes the speech because it shows no determination to deal promptly and vigorously with the enemy in case the peace terms be rejected. It is a fair question to ask, Are the fourteen points to be an embarrassment to the Allies at Versailles?

The Fourteen Points and Peace

German diplomacy scored when it agreed to an armistice on the basis of the fourteen points. It was well known that America and the Allies were not of one opinion on their meaning, and this offered the very situation the diplomats knew would be to Germany's advantage, when it came to final peace terms. The phrase which appealed most to Germany in all discussions before the fighting ceased was the "freedom of the seas." Germany knew that Great Britain would not accept that phrase, and argued, therefore, it would be all to her advantage to sue for an armistice on the basis of a document containing it. In agreeing to the armistice, Britain, through the Inter-Allied Council, reserved the right of interpretation of the phrase, the Council also adding a fifteenth point in regard to reparation. President Wilson, after arriving in Europe and talking with British statesmen, announced that the joke was on him in regard to the "freedom of the seas," for the simple reason that when the League of Nations included all powers there would be no neutrals for whom the so-called "freedom of the seas" would need to be invoked. Nevertheless, Germany will make the most of the argument that she agreed to the armistice on the condition that "freedom of the seas" was to be included in the peace.

Going back more than a year it will be seen that President Wilson never intended at the time the fourteen-point speech was made in January, 1918, that this should be the actual basis of the peace discussion. At least he said so when a few weeks later he made another speech laying down four general propositions on which peace should be made. Still later the President pointed out that the developments of the war had made necessary certain amendments to that paragraph of the fourteen points relating to Austria-Hungary. America and the Allied Powers would have had greater latitude in fixing peace terms if, instead of the fourteen points, they had been guided simply by the general ethical principles of which the fourteen points are an application.

Germany Must Accept

Germany may say what she will about the fourteen points, may whine about being starved and crushed, may try to bluff the Allies by threatening to throw herself upon the mercies of Bolshevism, but she will have to accept the terms practically as they are offered, just as she had to sign the armistice, to surrender her navy, airplanes, guns and shells. Premier Lloyd George says the peace settlement will be based on the fourteen-points. With the terms of the settlement not yet definitely announced, final judgment will have to be reserved. The forecast of the peace terms reveals no spirit of revenge, and, on the whole, the terms are mild, considering the enormity of Germany's crimes and the wanton damage inflicted by her armies. The assessment of $25,000,000,000 damages is not excessive, while the privilege of having thirty years to pay it is distinctly lenient. The victor is not trying to crush the vanquished. Germany will be allowed raw materials for her industries, so that she may pay her just debts. She is getting off much easier than would have been the case with the rest of the world, had the tables been turned, and ought to be grateful that she is not to be crushed for a century.

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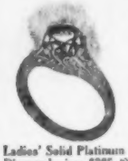

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Readers' Guide *and* Study Outline

Edited by DANIEL C. KNOWLTON, Ph.D.

Weekly Suggestion. Interesting chapters from the history of this country and that of China are suggested by the articles and pictures on pp. 666 and 671. An effective brief for the Victory Loan might be prepared on the basis of the double page (668–669), representing as it does the price paid by our boys on the other side. This issue suggests several important economic problems, e. g., the article on p. 657 and those on pp. 662, 667 and 670. The child life of France might be studied with the idea of pointing out the advantages to be derived from the work described on p. 663, in binding the nations together. A review of our relations with France would be pertinent in this connection.

Pictorial Digest of the World's News, pp. 659–661. What is the most interesting and important *event* pictured this week? Why? What is the most interesting *picture?* Why? (Note: have you selected the same picture to answer each question?) What particular countries and what cities are the chief centers of interest? Locate these on an outline map of the world and sum up on the map in a line or two just what has happened. (Maps of this character appeared in LESLIE'S during the war.) From each of the places or countries you have shown, draw lines indicating other parts of the world directly or indirectly affected by these developments. Note how far in actual miles some of these events are making themselves felt. Have any important problems arisen which are of special interest to us? How? How do the events pictured here compare in interest and importance with those of last week? Which of these pictures represent *new*, which *old* problems? What historic events can you associate with Archangel? Geneva? San Marino? Mukden? Which is the most interesting from the standpoint of its history, and why? Is the comparison of our returning fleet (p. 661) to the Spanish Armada a good one? Explain. (Look up the story of the Armada in a good English history.) What do these pictures seem to indicate as to the prominence and importance of small countries? Who is the most interesting person connected with these events? Why?

China's Farewell to the Poppy, p. 666. Imagine yourself a spectator of what took place, and describe the scene in detail by means of the pictures. How large a part has the poppy played in the life of China? To what event or events in this country could this burning ceremony be compared, and why? What are the various uses of the poppy? To what extent is it used in this country? How would you justify the money loss sustained here? What does the author mean by saying that China "has refused to go back to sleep"? How does these pictures prove this statement? What other nations are interested in what took place here, and how? To what extent are we interested, if at all? (Look up the Opium War in a history of England.)

Picture "Classics" of Victory, pp. 668–669. The battles in the Argonne have been considered the fiercest of any in which our boys had a part. Point out by means of the pictures some of the difficulties which they encountered. Which of the pictures best illustrates the conditions which they faced? Why? What was the Argonne? How important was the fighting here? What work seems to have been performed by the officers? By the men? Justify the opinion expressed of the picture of the church interior. (Note each of the phrases used, "finest in dramatic interest," etc.) How far do these pictures portray the important details of a battle? How does this sort of fighting compare with that done by our boys in the Spanish-American War? In the Civil War?

Bombing Days and Prison Days in Germany, p. 672. By means of the pictures, describe a German prison. What would be their objectionable features? What did being a prisoner in Germany mean? Do these pictures portray all the conditions of prison life? Explain. For an excellent description of German treatment of prisoners in the first years of the war read either Pyke, *To Ruheleben and Back* (Houghton) or McCarthy, *The Prisoner of War in Germany* (Crowell). What towns of Germany would our fliers be likely to bomb? Pick out by means of the map the city in which this was most likely to happen. Point out the most exposed cities in the event of another war between France and Germany. What other cities would be interested in this problem of making themselves secure against possible attacks from their neighbors? What country represented at the peace table has been especially concerned over this and what has been done to safeguard her?

The Grey Fighters of the Atlantic Fleet Reach Home, p. 664. This picture and that on p. 661 should be considered in connection with those on p. 619, in the issue of April 26. Note carefully the details of the super-dreadnought in the foreground, and describe one of these modern engines of war. What makes it formidable? Just what is the nature of its equipment? What uses are served by each item of equipment? What are the most recent additions to the equipment of such a monster? To what would you compare this ship in size? How large a portion of the army would it represent? How large an army did we provide in comparison with our navy? How much of an investment did our navy represent in comparison with our army? Which is the more difficult to provide, and why? Look up Napoleon's experience with a navy. How long did it take Germany to build up her navy? How long would it take her to replace her captured navy? Of what advantage is it to this country to maintain a large navy in peace times?

Russian Pictures, pp. 665, 673. In what parts of the United States would you find conditions resembling those in the picture of the convoy? What are some of the difficulties involved in supplying a large body of troops under such conditions? How large and effective a force could be transported and supplied under such railway and transportation conditions, both rail and road, as seem to exist in northern Russia? Under such conditions would it be advisable for the Allies or the United States to try to restore order in Russia or in any part of it? Explain. Read, if possible, Lloyd George's discussion of the policy of the Allies toward Russia (referred to in Dr. Strayer's columns, p. 689, and reported in full in New York *Times* of April 17). Argue that we should or should not continue to maintain a force in that country. What part has the Church played in the affairs of Russia in the past? Is it likely to play as important a part in the future? What idea do you carry away from a study of the picture?

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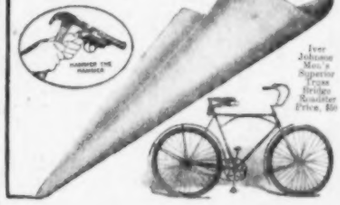

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Concluded from page 676

extreme to the other—from the tyranny of autocrats to the villainy of demagogues. I hope that some leaders will be found who will be able to restore the middle path of sanity and moderation.

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"We do not for one moment consider perilous the healthy dissatisfactions that sometimes occur on the part of labor. What we believe to be a menace is the imported doctrine of violence in the settlement of economic disputes.

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"The Knights of Columbus are in a splendid position to render efficient service. With over 1800 Councils in this country, to say nothing of the Councils in Canada, Newfoundland and elsewhere, we are able to hold public gatherings to which the true principles of economic progress can be expounded by men who know those principles thoroughly.

"In our campaign against Marxian socialism some years ago our lecturers addressed audiences aggregating ten million people. This comprehensive course of public lectures had a profound effect in communities reached by it. Now we are in the field against Bolshevism.

"But our aim is to do something more than preach the gospel of moderation, of law and order. We are striving to aid in spreading the practice of the principles of that gospel. We have started by instituting employment bureaus in all our Councils, cooperating with the United States Employment Service. We have been able to find thousands of jobs for returned fighting men, our records showing that one-third of the applicants receive positions through us within a week of applying. We are helping disabled men to learn useful trades, and we are helping to educate as well as amuse the men still in service. As opportunities arise for rendering assistance in the transition from war to peace the Knights of Columbus will gladly do so."

The Universal Language

MOTION pictures have become the international language. Esperanto and other efforts toward a common means of communication are now superseded by the photographs which carry their universal message into every land by the age-old method of pantomime. A newly organized company in California, headed by the chief film stars, will open its own chain of theaters throughout Europe for the display of pictures made in America. The captions will be translated to suit the various nationalities, but in the main the pictures will carry the story. In Sweden a company is emulating the great producers in California by erecting a cinema city upon a wooded and rocky area about a lake. This firm has a capitalization of $2,680,000. Other European countries are developing the photographic industry to keep pace with the Americans, and the interchange that will follow will be educational and broadening to the people. In the United States the films are daily becoming more important as a vehicle for propaganda. Two million feet of film are being utilized in the Victory Loan campaign. The Public Health Service has just completed a third feature picture to be shown in connection with its work. Sneering at the movies has become a thing of the past.

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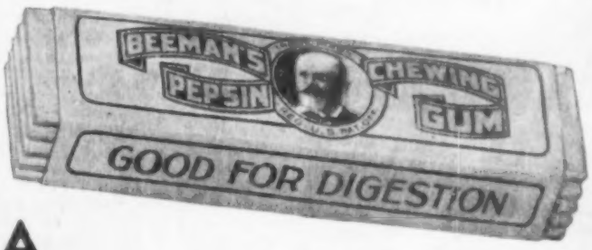
In most cases of this sort the routine use after meals of my Original Pepsin Chewing Gum will relieve the indigestion and restore the temper of the individual to a calm, normal condition.

D. E. Beeman



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Jasper's Hints *to* Money-Makers

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PIERRE S. DU PONT

President of board of directors of E. I. du Pont de Nemours & Co., manufacturers of explosives and chemicals, at Wilmington, Del., who has been decorated with the Chevalier's Cross of the Legion of Honor in recognition of valuable service to France during the war.

KARAJIAN
COLONEL E. C. BUCKNER

Vice-President and former manager of the military sales department of E. I. du Pont de Nemours & Co., who has also received the Chevalier's Cross of the famous French Legion of Honor for excellent service to France, and the other Allies, during the great conflict.

NOTICE.—*Subscribers to* LESLIE'S WEEKLY *at the home office, 225 Fifth Avenue, New York, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their weekly and to answers to inquiries on financial questions and in emergencies, to answer by telegraph. Preferred subscribers must remit $5 directly to the office of* LESLIE'S *in New York, and not through any subscription agency. No charge is made for answering questions, and all communications are treated confidentially. A three-cent postage stamp should always be included. All inquiries should be addressed to "Jasper," Financial Editor,* LESLIE'S WEEKLY, *225 Fifth Avenue, New York. Full name and exact street address, or number of post office box, should always be given. Anonymous communications will not be answered. The privileges of this department are not extended to members of clubs who are not individual subscribers.*

"NO single man is honest to himself if he does not save. No married man is honest to his family if he does not save." I take this from an advertisement of the Fort Dearborn Trust and Savings Bank, which I recently read in the Chicago *Evening Post*. They are timely words, and I can not pass them by without seeking to impress their vital importance upon every one of my readers, the rich as well as the poor.

Some will wonder why I put it this way, but both the rich and the poor should have the lesson taught them; the rich because some of them have never been more extravagant than they are today, and the poor because they are also now too often in the same class as the rich. Merchants tell me that they never have sold so many high-priced expensive things to the thrifty and highly paid workers as they are selling now. The finest jewelry, watches, rings and diamonds are bought by those who have only been able in these times of high wages to gratify their taste for the luxuries that have heretofore been denied them.

At the same time, merchants tell me that those who have been accustomed to the luxuries of wealth have of late been less luxurious and more inclined to make investments in profitable securities. Savings bank reports do not indicate any decline in their deposits, so that the extravagance of the toiling masses can not be very general. Perhaps, however, in this period of record wages they are able to gratify their desires for the luxuries of life and at the same time continue to set aside something for a rainy day. Their sense of elation is natural to all who achieve success, whether in a small or in a large way. It is responsible for the growing feeling of optimism throughout the country.

The manager of one of the largest hotels in the South said to me: "What's the matter with the people this year? They flocked to the big hotels in Florida and we couldn't charge them enough money to keep them away." A shrewd banker diagnoses this unique situation in a peculiar way. He attributes the liberality of expenditures by all classes, and especially by those of moderate means, to the fact that under the constant demands for thrift during the past few years, accompanied by equally pressing demands for the purchase of war loans, the people have been saving and investing. Now that the war is over, and the pressure relaxed, they feel a natural desire to celebrate their thrift and enjoy their accumulations from investments in the free and easy American way.

The conduct of the stock market during the past few months discloses a growing spirit of speculation. In such a market the man with nothing but nerve wins because nerve is his only capital and he is not afraid to risk it. He has plenty of it left. So we begin to hear tales of fortunes of fairly good size accumulated on the recent advance by nervy speculators who started in with nothing and now have a substantial bank account. We always hear such stories of the winners, but no one recalls the pathetic stories of losers who go in "on their nerve" on a rising market, trust everything to slender margins, and then, through some unexpected happening, lose all.

The investor in Wall Street, who wants to be on the safe side, never trades on his nerve. He buys and sells securities with the same precaution that he would exercise in buying real estate But there is no doubt that the public is coming into the stock market more easily and with more freedom than usual. The purchasers of Liberty Loans, who kept their securities and found that they received a better return than they got from money in the savings banks, have been encouraged to put some of their surplus funds into the best class of Stock Exchange securities yielding from 25 to 50 per cent. better than the sav-

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Under This Heading
"Free Booklets for Investors"
on page 694 you will find a descriptive list of booklets and circulars of information which will be of great value in arranging your investments to produce maximum yield with safety. A number of them are prepared especially for the smaller investor and the "beginner in investing."

ings banks or the Liberty Bonds. They have been going through a great educational period. We do not hear such denunciations of the big corporations as were formerly heard. The public has discovered that it can purchase shares of the biggest and richest and most profitable corporations on the same basis as every other holder and receive the same rate of dividends that the millionaire receives from the same securities.

I have often wondered why our great corporations did not explain to the public that their securities were in the open market, available for any one to buy. The first in this field of educational advertising, as far as I have noticed, is the Standard Oil Company of Indiana, whose shares sell at $805 each. In the Chicago papers I read a display advertisement headed, "Who Owns the Standard Oil Company of Indiana?" It proceeded to recite that its ownership was spread over 4623 stockholders, 2084 of them women, not one owning as much as 10 per cent. of the total. The advertisement went on to say: "Contrary to popular opinion, the Standard Oil Company of Indiana is not a close corporation, owned and controlled by one or two rich men. You may become a stockholder. Go to any broker and he will buy for you as much stock as you want at the market price."

The shares of this company are selling at this writing at $805 each. The dividends are at the rate of 24 per cent. The accumulated surplus is large and belongs to the stockholders, who some day may expect to receive, as they have heretofore, extra dividends. I say for the advantage of those who think that $805 is a large amount to pay for one share of stock that I had rather have one share of a good reliable, substantial dividend-payer at that price than 1000 shares, at $1 a share, of some highly speculative stock, promising all sorts of dividends but paying nothing, and in the end probably worth nothing.

I note that some financial writers are just waking up to the fact that the decided change in the temper of the stock market is an evidence of the deep-seated impression that the incoming Congress will try to reverse the policies of its predecessor and start to do constructive rather than destructive work. The public evidently expects that the new Congress will not run away from the problems we inherited from the war, but will strive to settle them in a business-like way. I believe it will, and that we shall have a restoration of the railway, telegraph and express companies to their legitimate owners, where they belong.

We shall have a proper settlement with the foreign countries which are our creditors to the extent of $9,000,000,000 or $10,000,000,000. My friend, Mr. Sisson, of the Guaranty Trust Company, believes that we must equalize this situation by the purchase of foreign securities. I cannot see how this can be done without seriously affecting the market for our own obligations. That experienced financier, Mr. Jules S. Bache, in a recent address, touched the very nerve of the situation, when he said:

> The great difficulty is the question of home competition in having our own securities sell at a yield which makes the rate of interest which we would be compelled to charge the suffering foreign nations almost prohibitive. When first mortgage railroad bonds in this country, which nine experts out of ten will pronounce perfectly good, are selling on a 7 per cent. basis, we cannot expect foreign governments to sell on any reasonable interest basis here. I fear that if we are going to depend on our savings to take these huge amounts of foreign securities, which ought to be sold here, the bankers of this country, as leaders, had better start a thrift campaign before they spend very much time in educating themselves on foreign values.

I spoke in my last article on the cross currents of the market, and indicated that it was a good time to take a profit. These cross currents continue. On recessions good stocks can still be bought.

L., KEOKUK, IOWA: Cosden & Co. stock is a good business man's purchase. Par $5; dividend 50c per year. The company's outlook is excellent.

C., NEWARK, OHIO: As the Oil Fuel Supply Co. is prosperous, I see no urgent reason for disposing of your stock.

H., HAMBURG, PA.: It is a risky gamble to buy Ray Hercules. If you are looking for an investment or a promising speculation, buy something which pays a dividend.

B., DETROIT, MICH.: Glenrock Oil is a low-priced issue which has a fair speculative possibility. The company has considerable productive land. The stock pays no dividends.

B., AKRON, OHIO: Here is a plan for investing your $5,000, which appears to me better than yours: Ten shares Atchison; 10 U. P.; 10 C. C. C. & St. L. pfd.; 10 Midwest Refining; 10 American Woolen pfd.

L., MANITOWOC, WIS.: The reason why Beth. Steel 8% pfd. sells at a price to yield less than the 7% pfd. is that the former is the first pfd., being entitled to dividends and assets before the 7% stock.

D., PUNXSUTAWNEY, PA.: Ohio Cities Gas is recovering from the effects of additional issue of stock, and is now better regarded because of reports of new oil strikes. Better hold for the present. Pennsy Motor never had a standing in the financial world.

W., VICKSBURG, MISS.: During the war some of the first-class foreign loans sold on an 8% or 10% return basis. I know of no "seasoned" dividend-payers in the "safe investment" line that you require that yield the percentage you mention.

M., MERIDEN, CONN.: You can with reasonable safety put your $3,500 of savings in American Tel. & Tel., American Woolen pfd., Pullman Palace Car, Union Pacific pfd., Atchison pfd., U. S. Rubber first pfd., and Willys-Overland pfd.

C., CANTON, ILL.: The best purchases among the rails include Atchison common and pfd., U. P. common and pfd., Southern Pacific, N. Y. C., C. C. C. & St. L. pfd., Norfolk & Western, and Illinois Central.

L., TROY, N. Y.: Among the speculative low-priced oil stocks that are now showing strength and that have possibilities are Allen Oil. I called attention to it when it sold around $1 a share. It has risen to about four times that figure. I think well of Merritt Oil.

D., LOUISVILLE, KY.: Midwest Refining is a fine property with a future, but safety will be found in taking a part of your profits and putting yourself on velvet. The Victory Loan campaign may make the stock market quieter, but it can hardly have a serious effect on the price of Midwest Refining.

K., FLINT, MICH.: The Harroun Corporation's letter to stockholders sounds plausible. But the stock is quoted in New York at $1.50 bid, $1.75 asked. If you advance more money it would be better to take a note than to pay $5 per share for stock. The enterprise is still very uncertain.

B., NEWARK, N. J.: It would be reasonably safe to invest a few hundred dollars in the Pyrene Mfg. Co.'s stock. The company is prospering, has a working capital of about $12 per share and is paying dividends of $1 per year. The yield on current price is a little over 8%. The management is excellent.

D., MORGANTOWN, W. VA.: There appears at present no reason to doubt that Southern Pacific and Northern Pacific will continue to pay dividends. Southern Pacific is in an especially strong position, and though the yield on market price is less, it seems preferable in the long run to Northern Pacific.

B., QUINCY, ILL.: The North American Oil & Refining Co. has refineries at Pemeta, Oklahoma, capacity 3,000 barrels daily; at Rosedale, Kans., 2,000 barrels; and at Sheffield, Mo., 3,000 barrels. It has leases on 30,000 acres, and is a moderate oil producer. While it seems to have possibilities, it has not as yet paid dividends.

H., SAN FRANCISCO, CAL.: Pierce Oil is not yet "a business man's investment," but a business man's speculation. Earnings at present seem to warrant a dividend before many months. The company's surplus is about $6,000,000, and the book value of the stock is estimated at over $30. Oklahoma Prod. & Ref. is a fair business man's purchase. The company seems well managed, and its outlook has improved somewhat.

M., BLACKWELL, OKLA.: The Cities Service Co. is strong and prosperous, and issues of its subsidiaries are entitled to consideration. The notes of the Trumbull Public Service Co. seem safe. If you are fearful of public utility securities, you might buy the notes of leading industrial organizations, including Studebaker 7's, Beth. Steel 7's, Gen. Elec. 6's, Procter & Gamble 7's and American Tobacco 7's.

R., DETROIT, MICH.: A thrifty workingman who has $4,500 safely invested at 6% in Detroit real estate should shun any offer to put his hard-earned money in any such oil scheme as you refer to. Put your $50 a month, on the partial payment plan, with some first-class stock exchange house, and buy such stocks as U. S. Steel pfd., Corn Products pfd., Atchison pfd., or U. P. pfd.; or such first-class bonds as you will see recommended from time to time in these columns.

C., IOWA FALLS, IOWA: It would be more prudent to get out of the speculative stocks you own and put your money into safer securities. Under present conditions it would seem better to buy industrials than railway stocks. You could get one share of Union Bag & Paper, paying $6 per year and extras, for less than the price of two shares of Pennsylvania, which would pay $6; or you could buy Westinghouse, paying $3.50, and selling a little higher than Pennsylvania. There is no Penn. pfd.

W., MILWAUKEE, WIS.: St. Paul common is no longer attractive. You could dispose of it and put the money to advantage in some dividend-payer like Anglo-American Oil or probable dividend-payer like Merritt Oil, reasonably safe issues. Here are other stocks, selling for less or for a little more, which are dividend-payers and not so speculative as St. Paul common is just now: International Nickel; Gaston, Williams & Wigmore, Col. F. & I., Superior Steel, Ohio Cities Gas, and Kennecott Copper.

Continued on page 694

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HOW many roofings *will* stand the test of fire? Asbestone meets a double test, for not only does it stand the destructive test of fire, but lasts indefinitely under the disintegrating action of time and the elements.

Asbestone is a Johns-Manville Roofing of Asbestos rock fibre. Being all mineral, it cannot rot, disintegrate or dry out. Therefore Asbestone, the all-mineral Asbestos Roofing, never requires painting.

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Signed Alonzo S. Thomas
Pres. Santa Fe Watch Co.

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Our "Direct-to-You" low wholesale terms and **Extra Special Distribution Plan** is fully explained in the **new** Santa Fe Special booklet. The "Santa Fe Special Plan" means a **big saving** of money to you and you get the BEST watch value on the market today. **WATCH SENT FOR YOU TO SEE WITHOUT ONE PENNY DOWN.**

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You must see these remarkable watches in order to fully realize the marvelous beauty of these NEWEST DESIGNS, see the 3-color inlay work, think how distinctive your watch will be with your own name, monogram, or an emblem inlaid in the solid gold. See the special New French Art designs in watch cases, or any special emblem or monogram combined to suit you. **Don't wait, write for the FREE Watch Book Today.**

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ATLANTIC CITY, N.J. MACK LATZ CO.

Sales Agent $1200 a Year Sure

Wanted to introduce transparent handled knives. Position worth $100 a month. Wanted also soldiers to canvass in spare time. Every soldier wants a knife, his name under handle. Sure mark of identification. Send for special offer. Novelty Cutlery Co., 35 Bar St., Canton, Ohio.

Jasper's Hints *to* Money-Makers

Continued from page 693

K., HOMESTEAD, PA.: Galena Signal Oil pfd. is on an 8 per cent. basis, but the common at present makes no yield. The preferred is the better purchase.

D., NIAGARA FALLS, N. Y.: Though the Wright Producing & Refining Corporation has been paying dividends at the rate of 12 per cent., it can not be regarded as seasoned. I prefer shares of a longer-established dividend-payer.

T., Stovall, N. C.: The safest purchase in your list is Union Pacific, one of the most highly regarded railroad issues. Better investments than the three other stocks you name will be found in the preferred stocks mentioned elsewhere.

S., KENMORE, OHIO: The Island Refining Corporation is a new company launched by the Island Oil & Transport Company, whose most productive oil property is in litigation. It would be better to await the end of the suit before buying Island Refining 7's.

T., KNOXVILLE, TENN.: The short-term notes and bonds you mention seem reasonably safe, the least desirable being the public utility issues. Anaconda Copper 6's, Rock Island collateral trust 6's and B. & O. conv. 4½'s are fairly good business men's purchases.

M., LOUISVILLE, KY.: As the McCombs Oil Co. is one of five defendants in a suit to recover $2,000,000 for alleged illegal utilization of certain oil lands in Kentucky, and as litigation is always uncertain, it would be safer not to buy McCombs stock before the suit is decided.

R., UTICA, N. Y.: It would be better to hold N. Y. C. stock and debenture 6's and to even up in case of recessions than to sell at a sacrifice. O. & W. on a sharp decline also might be evened up, but this would be more speculative than in the case of the N. Y. C. securities.

L., HAMMOND, IND.: If you seek a high-class investment, keep your first mortgage bonds and let the oil stocks alone. The Kansas-Oklahoma Consolidated Oil Co. has only a limited amount of territory and its capitalization is large. The dividends it is paying do not as yet seem assured.

S., SPRINGFIELD, MASS.: Nipissing, Cresson Consolidated, Kerr Lake Mining, Wayland Oil & Gas and United Eastern are all dividend-payers and well regarded low-priced stocks, though all are more or less speculative. Boston & Montana is not a dividend-payer and is a long-pull speculation.

C., AKRON, OHIO: I should hesitate to take a loss of $1,000 by sacrificing such good railroad stocks as Atchison, U. P. and N. P. I can not believe that the new Congress will permit such splendid properties as these to drift into bankruptcy. That would be a blow at national prosperity. Why not wait a little while?

D., MELSTONE, MONTANA: Midwest Refining bought a controlling interest in the Western States Oil & Land Company at, it is said, $6 a share. It looks as if a price of $40 had largely discounted Western States' future. Only the directors can tell whether the rumor that a 300 per cent. dividend will be declared is correct.

B., PITTSTON, PA.: The Middle States Oil Corporation has been a dividend-payer since September, 1917—1 per cent. per month, with three stock dividends aggregating 12 per cent.—and has declared a stock dividend of 10 per cent. The stock would sell higher than $1.50 were the company's future regarded with confidence.

R., PATERSON, N. J.: The public has of late been coming into the market, but opinions differ about the likelihood of a serious break in prices. Owing to heavy taxes, many holders of securities who could sell at much higher prices than they paid are holding their stocks because, if they sold, the Government would relieve them of a large part of their profits.

G., EAST CHICAGO, IND.: Federal Oil common is not a dividend-payer, and is seemingly a long-pull speculation. Glenrock, which pays no dividends, has possibilities and has recently shown strength. Cosden & Co. makes a return of 50c per share yearly, and the company has a good outlook. I do not consider Federal Oil as good a speculation as the other two.

W., HAMILTON, OHIO: The Bosch Magneto Co. is a new organization which has acquired property sold by the Alien Property Custodian. Its stock may be called a "good business man's investment." The company has declared an initial dividend of $1.50. American International has merit, but it has had a very substantial advance of late, and is subject to a call of $10 unpaid subscription.

P., LITHONIA, GA.: The warrants issued by the Anglo-American Oil Co. were a device to cut a melon without conflicting with the British law which forbids increase of stock by corporations during the war. Eventually, no doubt, regular certificates will be issued in exchange for those warrants. The latest semi-annual dividend was paid by the company on January 15 last. Dividends may be collected at the Guaranty Trust Company in New York.

K., PARIS, FRANCE: A person not subject to heavy income tax might well disregard tax exemption provisions, and buy the class of Liberty Bonds selling at the lowest price. These will in time undoubtedly reach par. A long-term bond is preferable if one buys for investment. If a long-term and a short-term bear the same interest rate, and sell at about the same price, the short-term would be the better speculation. Liberty 3½'s are convertible into any subsequent issue of Government bonds, but not into victory notes.

K., KANSAS CITY, MO.: Better invest your $500 in good preferred stocks and the bonds of leading railroad and industrial corporations. Among excellent preferred stocks are: American Woolen pref., Corn Products pfd., American Agricultural Chemical pfd., U. S. Rubber first pfd., Beth. Steel 8 per cent. pfd. and Willys-Overland pfd. Good bonds include: N. Y. C. ref. 4½'s, B. & O. ref. 5's, C. B. & Q. joint 4's, N. Y. C. deb. 6's and U. P. 6's. United Kingdom G. B. & I. bonds have been steady of late and their price changes should not occasion alarm.

J. Q., COLUMBUS, OHIO: The best stocks in your list, as things stand to-day, are Cosden and International Paper. All you name are more or less speculative. International Paper pfd. would be better than any of them, as would the preferred stocks of other leading industrials. Cities Service Bankers shares are Cities Service common shares divided into 10 shares each. At current price for Cities Service common $37 is too high for Bankers shares. These stand or fall with Cities Service common, a good business man's purchase.

C., GREAT FALLS, MONTANA: The brokers you mention, like all tipsters and guessers, sometimes, perhaps often, are correct in their predictions, but they are far from infallible, and their forecasts occasionally prove disastrous to those who depend on them. U. S. Steamship, since its dividend was deferred, has been in the speculative class. It has since recovered a part of its decline, but it is not yet "a fairly safe investment." The management of the company is energetic, and if the public had more confidence in it, the stock would sell higher.

New York, April 26, 1919. JASPER.

Free Booklets for Investors

Perkins & Co., Lawrence, Kansas, recommend first mortgage loans of $200 and up, based on properties in their section. They will send to any address their loan list No. 716.

J. Frank Howell, member Consolidated Stock Exchange, 52 Broadway, New York, will send to any applicant a special list of railroad and industrial securities of high grade, purchasable on a favorable basis. Ask for Letter "L."

To business man and investors the "Bache Review" supplies clear information and sound suggestions of great value. Copies free on application to J. S. Bache & Co., members N. Y. Stock Exchange, 42 Broadway, New York.

The Farm Mortgage Trust Co., 543 Jackson Street, Topeka, Kansas, deals in 6 per cent. first mortgages on Kansas and Oklahoma farms. It issues $100 participation certificates. Write to the company for particulars and for its partial payment plan.

A much-needed service is being performed by Aagaard and Thornley, 526-7 I. W. Hellman Building, Los Angeles, Calif. The firm makes professional and confidential reports on Western mining properties and securities. Its references are of the highest. It invites correspondence.

The great State of Ohio has many well-established and prosperous industrial corporations whose securities are attractive investments. Information and advice on the issues of these organizations will be furnished to any interested investor by Otis & Co., investment bankers, Cuyahoga Building, Cleveland, Ohio.

Aurelius-Swanson Co., Inc., 28 State National Bank Building, Oklahoma City, Oklahoma, offer 7 per cent. first mortgage bonds in denominations of $100 to $1,000, secured by improved Oklahoma farms. The bonds mature in five, seven and ten years. The company will mail detailed information to any inquirer.

A series of illustrated articles is being printed in the semi-monthly "Securities Suggestions," published by R. C. Megargel & Co., 27 Pine Street, New York. Of special interest to investors are the instalments dealing with the most promising oil fields and with the future of the oil industry. This publication will be sent free upon request for 28 "D."

Owners of Liberty Bonds who must sell should place them in the hands of honorable and reliable brokers. John Muir & Co., 61 Broadway, New York, are specialists in these bonds and will buy them at just rates. The bonds may be sent to the firm by registered mail or express from any part of the United States. For full information ask Muir & Co. to send you booklet H-4, "Your Liberty Bond."

"Questionnaire for Investors" is a valuable piece of investment literature issued by S. W. Straus & Co., 150 Broadway, New York. Investors who read it learn much regarding the difference between sound and unsound investments and thus are better equipped to avoid loss. This helpful booklet has been in great demand, making necessary a fourth edition. Copies may be had by applying to Straus & Co. for circular No. C-903.

Important factors affecting post-war values are set forth in tabulations prepared by Dunham & Co., investment securities, 43 Exchange Place, New York. These show how the investor can determine peace prospects by considering the war earnings of last year, and should prove useful to those who consult them. The firm issues "Purchase Suggestions" at opportune times and will send copies of it to all applicants for 53-DD.

The National City Company, National City Bank Building, New York, has issued a valuable little book, "Acceptances," whose subject is receiving much study on the part of bankers and business men. It contains a discussion of acceptances written by one of the company's competent officers, and all official regulations, rulings and opinions of the counsel of the Federal Reserve Board. The book is fully indexed and is for free distribution.

Insurance Suggestions

MANY corporations have had to thank the world war for a great, if not lasting, increase in their business. Strangely enough, and to the surprise of the experts, the life insurance companies of this country also have reaped a net benefit from the conflict. At first these organizations seemed to have been only injured by the losses caused them. A few companies lost something through deaths in the national service, but many were hit hard by the numerous death claims arising out of the influenza epidemic—a war-bred disease. Both inflictions have, however, proved of ultimate value to the companies, for they have incited a marked increase in number of applicants for life insurance.

War and pestilence deeply impressed the uncertainty of life on hosts of people who previously regarded life insurance with indifference. They were, therefore, aroused to perform their duty toward their dependents. Soldiers who had taken out government war insurance praised it to their friends. Prosperity due to high war time wages made it possible for many to insure their lives who formerly could not spare the money for premiums. All this made the work of the life insurance solicitor much more easy. Many persons voluntarily sought out agents and offices and applied for policies.

The result was a pronounced expansion of business for the leading organizations during the closing months of the past year. And 1919 promises to be the banner year in the history of life insurance. During the first three months of the year the amount of insurance written by companies reporting to the New York State Insurance Department was nearly 100 per cent. greater than in the same period last year. The limit set by the State insurance law to the annual amount of business each company may do will probably be reached by October 1 by eight of the largest companies, and soon after by the others. In view of this the legislature has passed a bill permitting the State Superintendent of Insurance temporarily to suspend the limitation on the amount of business. The remarkable gain in business will largely make up for the drain in 1918 on the companies' resources. The extraordinary addition to the ranks of the insurants will also prove a distinct benefit to society in general. The more life insurance beneficiaries there are in any community, the more thrifty and contented persons will be found there.

W., ASSUMPTION, ILL.: The Missouri State Life and the Manhattan have been long in existence and report progress. The John Hancock is much stronger and more reliable. It is one of the country's leading companies.

D., PROVIDENCE, R. I.: Your idea of buying Liberty Bonds or Victory Notes and using the interest to pay premiums on a life insurance policy is an excellent one. At your age (35) the income from $5,000 of bonds would carry a policy of $10,000.

R., OLD FORGE, PA.: Recently I pointed out the difficulty in which the Modern Woodmen of America was involved by the influenza epidemic, requiring increased assessments. Your best plan is to insure in a strong level-premium organization, whose rates never change from beginning to end and which is constantly building up a reserve fund adequate to meet all obligations. Among the companies whose terms you might consider are: New York Life of New York, Prudential of Newark, N. J., Ætna and Travelers of Hartford, Conn., Postal Life of New York and Equitable of New York. Write to each for literature, stating your age and the amount you can spare for premiums. HERMIT

Optimism

There are times when all goes wrong,
Very wrong, beastly wrong,
There are times when Sorrow's song
Is your burden right along;—
Night and day, gloom and gray,
Hopes that come yet never stay;
But what's the use to wear away?
Worry turns the hair to gray—
Thank God you've got the light of day—
Be glad Time's current flows your way.
Things could be worse with Luck astray,
The battle's yours if you will flay
With cheerfulness the gloom and gray.

WIRT W. BARNITZ.

STRENGTH

is the keynote of the whole assembly.

SERVICE Motor Trucks are noted for their unusual strength. As the J. L. Krez Manufacturing Co., St. Louis, aptly puts it:

"After all the experience we have had with different makes of trucks, we are entirely satisfied with the SERVICE Truck. We believe that your truck will stand more hard usage and give better satisfaction than any other. We believe you are selling the best truck on the market today."

Investigate SERVICE before you choose a truck. Compare SERVICE Motor Trucks point by point, with any other truck you know of. Satisfy yourself that SERVICE *does* offer more for the money.

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87-89 West End Ave.

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2617-25 So. Wabash Ave.

96

. . . and at the Waldorf-Astoria

A fact:

The Waldorf in New York is but one of the many hotels all over the country, where Fatima is the largest-selling cigarette. The same thing is true, for example

—at the Astor, New York, where over 200,000 Fatimas are sold every month;
—at the Willard, in Washington;
—at the Gibson and the Sinton, in Cincinnati;
—at the Copley Plaza, the Touraine, the Parker House and Young's, in Boston;
—and at dozens of other leading hotels (and clubs, too) all over the country.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

NOTE—At such places as these, low price doesn't count. Fatimas lead in sales, not because of their low price, but because men PREFER them to higher-priced cigarettes. They prefer Fatima's taste; and they find that Fatimas treat them right.